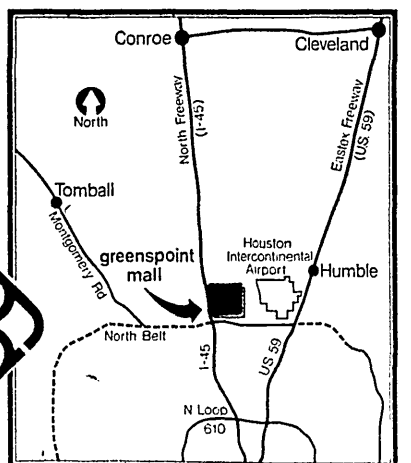


GREENSPPOINT MALL BRINGS THE OUTDOORS IN



OPEN THURSDAY AUGUST 5

Imagine finding all the wonderful springtime things found outdoors, indoors the next time you go shopping. Imagine strolling down a brick-lined avenue of exciting shops or relaxing by a glittering pool with a waterfall. Best of all, imagine Foley's and Sears blended with 120 fine stores and specialty shops. Stop imagining! It's all right here, beginning tomorrow. Greenspoint Mall Brings The Outdoors In.



A thoughtful blend of fine stores and living things
greenspoint mall

I-45 at North Belt

Vibrant Greenspoint Mall reflects newest design criteria

Shopping center design criteria has greatly changed within the past several years. An intensive use of landscaping, a more direct approach to a cultural appeal, and the sensitive utilization of aesthetics are all becoming vital factors in the architectural design concepts of shopping centers.

More importantly, malls are being designed to human scale. No more the

cold, hard, concrete world of shop after shop strung along a mass of confusing corridors. Instead, design techniques, such as those being implemented at Greenspoint Mall, are geared to provide an atmosphere synonymous with human involvement.

Greenspoint Mall boasts simplicity in its overall configuration; shops extending north and south

along a brick-paved avenue of full-grown Ficus Nitida trees. Overhead, skylights serve two functions — they provide the resources necessary for the foliage to thrive below and they create a psychologically uplifting effect on the people strolling the avenue of shops. As well, overhead space frames and clerestories add the illusion of freedom and openness and eliminate the

sensation of confinement. The extensive use of natural woods throughout the mall blended with textured stucco of soft beiges and warm browns produce an environment of comfort and relaxation. The relaxed atmosphere is further defined with the thousands of plants that have been integrated into the natural setting of the mall.

One of the many out-

standing features at Greenspoint Mall will be the Sculpture Court, located at the north junction between Foley's and the mall's Central Court. G. Pat Foley, the Houston sculptor, was commissioned by Federated Stores Realty, Inc., developers of the mall, to design and build the sculpture. The 2,000 pound bronze statue features three life-size children — a young girl

and boy being pushed in a swing that appears as if it's suspended from an overhead space frame.

Walking south from the Sculpture Court, people will discover the central court featuring a waterfall. Close to 1,000 gallons of water cascade from an upper level promenade into a pool below. Pumped up to a height of 20 feet, the water is dispersed through outlets at the promenade level creating a sheet of water simulating a wall of water. The outer boundaries of Centre Court feature planter mountains where thousands of plants and flowers are nourished by the sun from overhead skylights.

clustered around a central eating area of plants, flowers and an overhead dome skylight. Further enhanced by a natural wood environment, shoppers will be able to enjoy a wide selection of menus ranging from Chinese, Italian, Mexican, French and the more popular American cuisines.

Greenspoint Mall, located at the northeast intersection of Interstate 45 and North Belt, will celebrate its Thursday, Aug. 5th grand opening with Foley's, Sears and close to 120 smaller stores and specialty shops. Architects for the mall is RTKL Associates of Baltimore, Maryland. Greenspoint Mall is a project of Federated Stores Realty, Inc., the real estate development subsidiary of Federated Department Stores, Inc. of Cincinnati, Ohio.



Men's fashion image for fall is built in many layers. This bulky-wrap sweater in a multi-color Indian-inspired design of orlon acrylic is worn over a gray Shetland wool crewneck sweater and mulberry shirt. It is available at most Sears stores.

New Battelstein's store at Greenspoint Mall utilizes mirrors in remarkable interior decor

It's a beautiful reflection, sure to capture your affection... this paraphrase of a song helps to describe what Battelstein's has perfected with an extensive use of mirrors in its new Greenspoint Mall store opening Thursday.

Mirrors reflect the open elegance of the 43,000 square foot store, utilized at the top of walls, edging, interspersed in the ceiling in 14 shimmering columns and as accents and various fixtures.

Simply stunning, unquestionably innovative, the new Battelstein's has gone to great lengths in creating a uniquely beautiful decor to give Greenspoint shoppers a new experience while selecting fine apparel for the entire family.

From floor to ceiling, entrance to entrance, practically every department is readily spotted in one sweeping glance around the store.

The store front along the mall is done with an unpretentious brown painted glass interrupted only by window display and the Battelstein's logo. Its beauty lies in capturing the shadows cast through the mall skylight. Upon entering shoppers will walk along Mexican onyx paths, dazzling in the patterns and colors uniquely different in each store encircling the accessories department to the right of the women's sections, while men's clothing is seen along the left side of the store.

Running the length of the store, equally spaced along the onyx paths are smoked glass mirrored columns,

surrounded by living trees and fashionably dressed mannequins. Further up each column are several more mirrors, joining like facets in a diamond, extending out and topped by a tremendous planter of cascading greenery.

The ceiling over the central core of the store is nearly indescribable. Over 5,000 flat-topped, inverted pyramid-like white units, cover the ceiling interspersed with smoke glass mirrors and recessed lights. The effect is one of alternating angles, shifting shadows and captivating contemporary comeliness.

Each department is tastefully appointed with rich woods, velvet walls and plush carpeting accented in mirrors and chrome for a warm comfortable feeling. Along the center of the store, accessories are displayed in stunning teak cabinets rising from plush brown carpeting.

Across the onyx paths in the women's fashion departments, the same plush floor covering recurs, set off by paler brown lined walls. The service desks are constructed of light colored ash wood, accented with mirrors. The same wood is seen again in hexagonal clothing racks.

Men's departments' floor coverings consists of oatmeal ribbed carpeting. The deep brown walls are accented with chrome racks and more mirrors set in carved frames.

At the other entrance to the new Battelstein's from the parking lot, a set of rich wooden doors boast narrow panels of doubled

glass. Just inside the doors one will find the children's apparel and the women's shoe department. Other special departments in the richly appointed new store are the beauty salon, fine jewelry and the fine fur salon.

The linen department boasts a separate and third entrance into the store where again velvet and ash wood line the walls. Here however, parquet flooring is employed.

The brilliant new Battelstein's will provide a perfect setting for fine fashion desired by discriminating customers and during the opening week. Battelstein's has scheduled a full selection shows. On Friday, Ruth Scharf will be in person with her innovative line of children's wear. On Saturday there will be an informal showing by Bill Hirre for Friedrichs Sports.

Next week on Aug. 9 and 10, Diane Von Furstenberg will introduce her new line of lounge and sleepwear at the Greenspoint Mall Battelstein's store. On the 12th, two shows are planned. Cullen elegant evening wear will be formally modeled by D'Crenza and coats by Forecaster of Boston will be modeled. On Aug. 13, Crissa will stage an informal showing of women's fashions.

Concluding the week on Aug. 14, the big "Looking Forward Fashion Show" will feature apparel from all departments of the store. During the third week, beginning Wednesday, Aug. 18, a knit bazaar

is planned. On Aug. 26, there will be a Kimberly show.

To sum it all up, Maurice J. Aresty, president of Bat-

telstein's, said the new store in Greenspoint Mall is "the prettiest store I've ever seen. I'm proud it is a Battelstein's."

Layering, surprise colors new for fall

While the fashion news from Paris headlines fantasy-dressing (peasants and American Indians) and rugged "survival" clothing, the story here at home is themed more to the real-world way of dressing.

That's the good word from the Fashion Board of Sears, Roebuck and Co. with the prediction of an abundance of solid classic clothes in the stores come fall. These classics aren't dull — far from it. Instead, they're contemporary in mood, with the clean lines that will be good for several seasons to come.

Menswear or haberdashery looks are an important part of this classic feeling. The Sears fashion experts see the American woman in such things as tailored blazers, skirts, trousers and vests, with tailored accessories; fedoras, shoulder bags, oxford tie and fringed kiltie shoes. Skirt-suits and dress-suits are apt to be keyed to a blazer or buttoned vest and will be worn with a classic shirt in a menswear shirting or a soft bow-tie blouse.

The Fashion Board refers to the fall '76 version of layering as "overs and unders." Tunics of various lengths, for example, will be worn over dresses and skirts for a tiered effect and are equally good worn over trousers.

Pants are a taken-for-granted fashion today. The experts at the world's largest retailer predict that the latest pant-looks, the jumpsuit and gauchos (the current name for an easy culotte or pantskirt), are surefire favorites for fall.

The shopper can choose from a large palette of fashion hues, starting with the colorful darks, sometimes called "Persian rug" or "tapestry" colors. In this group currant red, pine green and mallard blue look particularly fresh. Shetland shades, evocative of the soft hues associated with Shetland wools, also show up. These, in shades like dusty lilac and cadet blue, work harmoniously with the colorful darks.

Neutrals — the earth tones, winter white and black — are another good bet for fall. There also will be unusually vivid colors, something new for a fall and winter season. Brights like jade green, turquoise, gold and orange seem guaranteed to lift the wearer's spirits on a dreary winter day.



GREENSPPOINT APPEARANCES — Astroworld's Gypsy of Happiness, Marvel McFey, prepares for his upcoming "Marvel & Friends" appearances at Greenspoint on Aug. 13 and 14.

Sweaters: necessity is now high fashion

Sweaters just for warmth? It's hard to believe, but that's the only reason a man pulled one on... until the 1920s.

Early 1900s Sears catalogs offered the working man a choice of single or double-breasted cardigan jackets, heavy wool turtlenecks, sailor collar pullovers, and bulky bike sweaters — all in the most popular colors: navy, maroon and black.

Then, in the 1920s, American's passion for golf, skiing and other active sports sent sweaters skyrocketing into the fashion world. Utility had nothing to do with professional golfers wearing knickers, novelty cardigans with large checks or zigzag cross-stitching, and matching hose.

The 1927 Sears catalog featured single-breasted cardigans with large collars as well as pullovers with plaid or jacquard designs.

By 1936, jacket styling was king, often with four patch pockets and sometimes with a belt. Following World War II, it was the keystone sweater with a wide, low-cut opening in front to make a shirt look smarter and create a masculine, broad-shouldered look.

The 1950s were conservative fashion-wise, except for sportswear. That's when sweaters gained even greater acceptance and coat styles became dressier, featuring stripes, checks and panel designs right off ski slopes. Reversible turtlenecks and rolled collar pullovers were popular with everyone, while bell-sleeved alpaca sweaters were the favorite of golfers.

In the 1960s leather mixed with knit, and suddenly men were wearing suede-front cardigans, or turtlenecks in a layered fashion. By 1971 Art Deco designs had made their mark on sweaters, a mark that has remained there.

Today, the emphasis is on "placed jacquards" in three main design areas. There are ski looks such as snowflakes, skiers and chest stripes; conversationals such as standout birds and car motifs; and even-repeating geometrics including squares, circles and bold stripes.

Another Levit's Jewelers.

Now open and all-new in Greenspoint Mall.

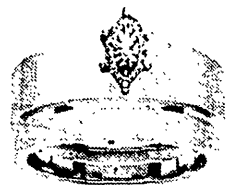
It's here. Levit's Jewelers fifth Houston store. Open and ready to serve you in our usual fine style. As Houston's largest independent jewelers, you know you'll find a wide and beautiful collection of elegant jewelry. From rings and bracelets to earrings and chains. Exquisitely cut diamonds. Nationally advertised watches. And all most affordably priced.

Levit's own craftsmen will even custom design any piece of jewelry exactly the way you want it, at no extra cost.

And for your convenience, there's a fully staffed repair shop and complete diamond cutting and engraving service. At Levit's, we make sure each customer is personally given the best service we have to offer. And to assure that personal service, each one of our five stores is managed by a member of the Levit's family.

Come see the all-new Levit's in Greenspoint Mall.

Each diamond carries a certified written appraisal and 30-day money back guarantee. Major credit cards accepted or use Levit's extended terms.



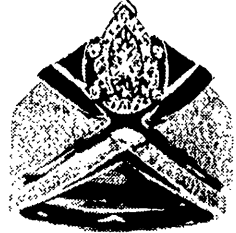
Marquis-cut diamond, 14K gold Florentine finish, \$290.00.



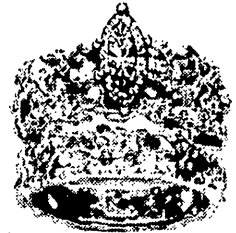
Marquis-cut diamond, 14K bright gold finish, \$550.00.



Large round center diamond flanked by 12 smaller diamonds, Florentine and bright 14K gold finish, \$375.00.



Pear-shape diamond, 14K gold Florentine finish, \$1,050.00.



Marquis-cut diamond, 14K bright nugget gold setting, \$600.00.

Here are just a few of hundreds of styles of wedding sets available now.

Bring your love to Levit's
Creative Jewelers since 1917.

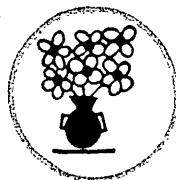
1010 Main 624 Main 2031 S. Post Oak Westwood Fashion Place
And now at Greenspoint Mall

Sears

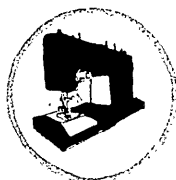
You'll love your new Sears in Greenspoint



Sears . . . the store for the busy shopper



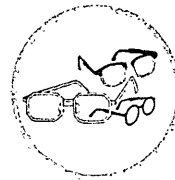
Flowers
by
Sears



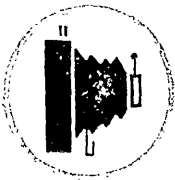
Weekly
Sewing
Classes



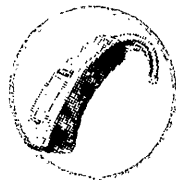
Gift
Wrap
Department



Convenient
Optical
Department



Sears
Portrait
Studio



Hearing
Aid
Department



Catalog
Shopping
Service



Carpet
Cleaning
Service



Drapery
Cleaning
Service



Free
Decorator
Service



Check
Cashing
Available



Money Orders
and Gift
Certificates



Entertainment
and Sport
Tickets



Pay Your
Utility
Bills



Sears
Credit
Department



Automotive
Service
Center



Sewer and
Drain
Cleaning



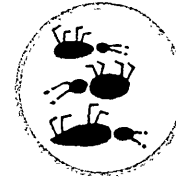
Sears
Driving
School



Complete
Installation
Service



Sears
Rent-A-
Car



Pest
Control
Service

See our big 20-page section
elsewhere in this newspaper for
tremendous Grand Opening
savings throughout the store.

Sears

Where America shops

For services listed
above call
527-2174

100 Greenspoint Mall — 527-2174

Whitley to manage mall

Gilmer S. (Gil) Whitley Jr., who has been involved in retail-oriented real estate developments in the Houston area since 1966, is the manager of the new Greenspoint Mall. Previously, Whitley served as vice-president and senior manager of another large regional Houston area shopping mall. He holds the International Council of Shopping Center's CSM certificate.

the northeast corner of I-45 and North Belt. The 140-acre shopping center containing approximately 120 stores is being developed by Federated Stores Realty, Inc., and is the first stage in a planned 375-acre residential, shopping and office complex.

"The design of Greenspoint is specifically on a human scale. That is, shoppers will be able to relate to the center," Whitley said. He explained that

this mall is not designed to intimidate shoppers with awesomely large spaces and distances. Greenspoint was specially planned to create an intimate atmosphere.

He added that the mix of merchandise at Greenspoint is probably the best in the country.

Whitley will have complete responsibility for fiscal operations, personnel, property conservation and maintenance, advertising and special events.



WHITLEY



Chronicle Photo by Jim Derrick

BUTCHER-BLOCK — The butcher-block look is employed throughout the mall. The patio dining area also used the wooden tables which yield a rustic charm and sense of intimacy.

Dr. Smith to practice at Greenspoint office

Dr. Larry C. Smith, Optometrist, has moved his practice from Gessner Square to 121-B Greenspoint Mall, next door to Texas State Optical. Here he will perform eye examinations and formulate prescriptions for eye-glasses or contact lenses, either conventional or soft.

Smith, age 32, is a native of Austin, and has been a resident of Houston since 1963. He attended Texas Technological College from 1962-1964 where he studied preoptometry, and then entered the University of Houston School of Optometry and received his Doctor of Optometry Degree, with honors, in 1968. From graduation to 1970 he was a member of the University faculty. Since then, he has been associated with Texas State Optical.

Smith is a member of Beta Sigma Kappa International Honorary Scholastic Fraternity, he is a Diplomat of the National Board of Examiners in Optometry, a member of the Texas Association of Optometrists.

Duplicate Bridge, fishing, hunting, and music are among Dr. Smith's hobbies.



DR. LARRY C. SMITH

GRAND OPENING SPECIALS from CBS Records

NEIL DIAMOND
Beautiful Noise
Including:
If You Know What I Mean/Lady-Oh
Don't Think...Feel/Stargazer
Home Is A Wounded Heart

PC 33965 Neil Diamond's long-awaited album is an absolute masterpiece! Produced by Robbie Robertson, "Beautiful Noise" is destined to become an instant classic.

LP's
\$3.99

over 50
Tapes &
LP's on sale
through
August 20th

CHICAGO X
Including:
Another Rainy Day In New York City
If You Leave Me Now/Once Or Twice
You Are On My Mind/Skin Tight

PC 34200 This is the latest album of brand-new songs from one of America's biggest and most popular bands. "CHICAGO X" is truly an instant classic.

TAPES
\$4.99

Lou Rawls
All Things In Time
Including:
You're The One
You'll Never Find
Another Love
Like Mine
From Now On
This Song Will
Last Forever
Groovy People

PZ 33957

The Philly Sound masters, Gamble & Huff, team with 2-time Grammy-winner Lou Rawls. The results will send chills through your body! Looking for soulful music? This is it!

AEROSMITH
ROCKS
Including:
Sick As A Dog
Home Tonight/Back In The Saddle
Rats In The Cellar/Last Child

PC 34165 Aerosmith have established themselves as America's premier rock group and "Rocks" leaves no doubts as to exactly why.

Come in and
celebrate our
Grand Opening
at
GREENSPPOINT MALL

WILD CHERRY
Including:
Play That Funky Music/1999/Nowhere To Run
What In The Funk Do You See/Hold On

PE 34195 Brand new! The sound that tastes good to your ears. Wild Cherry—solid, hand-clapping, no-nonsense rock & roll at its best.

ALMEDA MALL
941-0050
GALLERIA MALL
626-1982



disc records



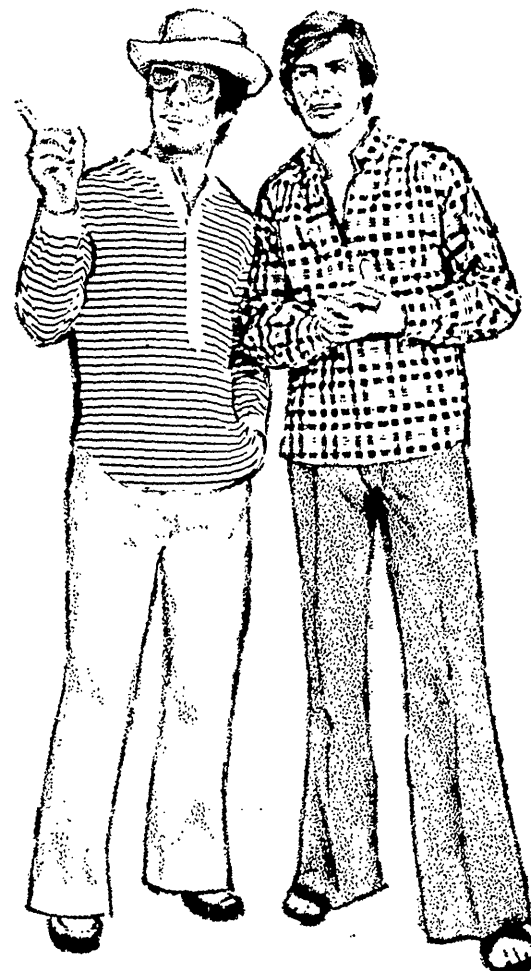
GREENSPPOINT MALL
445-3003
NORTHWEST MALL
686-4391



Rodney's Grand Opening Greenspoint Mall

featuring quality
name brands
you know and
appreciate in all stores

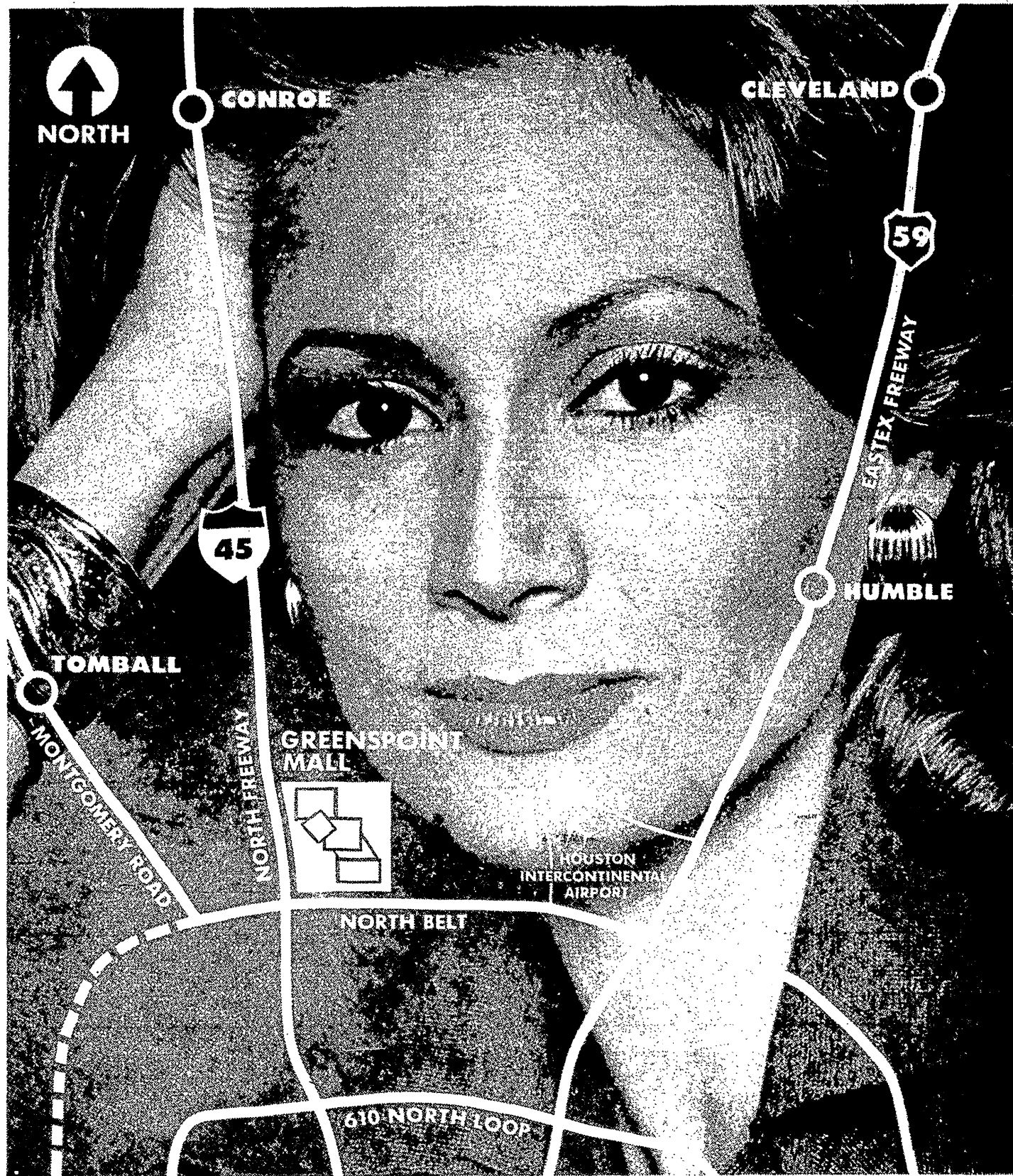
- ★ LeBaron Suits
- ★ Calvert Suits
- ★ Palm Beach Trio Suits
- ★ Cricketeer Vested Suits
- ★ Ratner Suits and Sport Coats
- ★ Jaymar Sansabell Slacks
- ★ Haggar and Levi Slacks
- ★ Arrow, Damon
Plain and Button-down shirts
- ★ Gant, Enro, D'Avila
Plain and Button-down shirts
- ★ Florsheim Shoes



Rodney's

526-4461 • 2507 Times Blvd. • Greenspoint Mall • 2335 Post Oak at Westheimer

someone beautiful has just moved into your neighborhood



battelstein's greenspoint mall

Beautiful decor. Beautiful fashion. And the most beautiful attribute of all . . . our friendly staff of smiling, courteous, helpful people. It's our seventh, newest and most exciting store since Battelstein's opened its doors eighty years ago. Spacious, inviting, comfortable and convenient. A jewel-like setting of marble floors, rich woods, sparkling mirrors, plush carpeting, sculptured ceilings, soft recessed lighting and a profusion of fresh greenery everywhere to make shopping what it should be . . . a pleasure. Reflecting the Battelstein's tradition of refined taste and selectivity, it brings you an innovative, worldwide array of smart apparel and accessories for discriminating men, women and children, plus fine jewelry, furs, gifts, linens as well as a beauty salon. We cordially invite you to be our guest for the grand opening celebration of our new Greenspoint Mall store. A beautiful place for beautiful people. You!

opens thursday, august 5 at 10a.m.

Greenspoint Bank has new hours to serve shoppers

William H. Fenoglio, Jr., president and chief executive officer of Greenspoint Bank, has announced new banking hours to serve shoppers and businesses in the new Greenspoint Mall.

The bank, a free-standing structure located at I-45 and Greens Road just 500 feet from Greenspoint Mall, features 10 new drive-in windows open Monday through Friday from 7:30 AM to 6 PM and open Saturday from 7:30 AM to 12:30 PM. The bank lobby is open 9 AM - 2 PM Monday through Thursday, from 9 AM to 6 PM on

Friday, and from 9 AM to 12:30 PM on Saturday.

The two-story facility totaling 40,000 square feet is now leasing space to area businesses and individuals.

Fenoglio stated, "Our new banking facility has an ample supply of safe deposit boxes and our night depository located in our drive-in facility provides both convenience and safety for tenants and customers of Greenspoint Mall."

Greenspoint Bank is an independent bank with deposits of \$11,999,471 as of June 18, 1976.



THE NEW TWO-STORY GREENSPPOINT BANK FACILITY ENCOMPASSES 40,000 SQ. FT. The Bank is Now Leasing Space to Businesses and Individuals

Morrow's Nut House brings charm to mall

One of the specialty shops which will give Greenspoint Mall an appealing, almost 'holiday' character, unique to the Houston area, will be Morrow's Nut House... a prime example of modern merchandising combined with the charm of an old-fashioned candy store.

Morrow's will bring to Houston, the same sights and smells of roasting peanuts, cashews and pecans which brought immediate success to its first store on

the Atlantic City Boardwalk in 1928.

Like the original store, the Greenspoint Mall shop will be roasting nuts in public view and using the same type oils and varieties of fresh, buttered nuts which have been the firm's trademark from the beginning.

An outgrowth of a still older family business, Morrow's was established by the great-grandson of Betty Zane who developed

a candy enterprise after being widowed during the Civil War... to support her family, she made candy which her children sold door-to-door.

Fifty years later, Howard B. Morrow took his great-grandmother's candy recipes — all 72 of them — and headed for the Boardwalk in Atlantic City. Fresh nuts — roasted and buttered in the window of the shop — were soon added and quickly became

the primary product-group for the small business.

This was a family-owned business, with retail stores throughout the United States, until July of 1968, when Betty Zane Corporation was formed for the purpose of franchising and licensing individuals. Since that time, we have brought operational, 91 retail stores from Hawaii to Philadelphia and, by the end of 1976, an additional 13 stores should be in operation.



Chronicle Photo by Jim Derrick

WOODED HEAVILY — Trees, hanging plants and other greenery are in abundance throughout Greenspoint Mall. Popular skylights also add a bright and cheery touch to this large shopping center.

Gordon's Jewelers expands network throughout country

Gordon's Jewelers, one of the country's larger retailers of fine jewelry, has scheduled Aug. 4 for the opening of its new store in Houston's Greenspoint Mall.

Founded in 1916, the Gordon Jewelry Corporation has grown from a single store in Houston, Texas to what is today a network of more than 370 stores in 34 states, the District of Columbia and Puerto Rico.

Greenspoint Mall will be one of Gordon's "jewelry boutiques," a store design and merchandising concept originated by the company three years ago to modernize the image of retail jewelry establishments. There is an open, airy, spaciousness feel to the design, while retaining the richness, even lavishness, traditionally associated with fine jewelry stores. The atmosphere is keyed to comfort in browsing among the exquisite jewelry collections tailored to contemporary lifestyles.

The emphasis in these collections is on diamonds, but other precious gems

are well represented, as are gold fashion jewelry for women and for men. The selections of diamond wedding jewelry are especially extensive. Unusual giftware items, individually chosen from both foreign and domestic sources, complete the boutique mix of merchandise.

Watch lines in the new store will include L.E.D. CompuChron, Accutron, Bulova, Seiko, Longines and the company's private label Austin.

A long-time corporate citizen of Houston, the Gordon Jewelry Corporation has its Home Office in the city. With the Greenspoint Mall opening, Gordon's will have 17 stores in the Houston area. The new store's manager will be Jack Beasley.

Gordon's offers several charge account plans, and accepts many national credit cards.

The company is publicly owned, and its Class A stock is listed and traded on the New York Stock Exchange.

Greenspoint introduces new dining concept to Houston shoppers

A new concept in dining is being introduced to Houston with the opening of Greenspoint Mall.

The idea, a cluster of food services built around a central dining area, has been growing over the last five years in other cities in the United States.

This brick patio area at Greenspoint is located in the central part of the mall. It will feature 14 restaurants which will serve a variety of foods ranging from hamburgers and hot dogs to crepes, pastries, hot pretzels and beer, barbecue, ice cream, oriental food, Mexican food and others.

Among the tenants are Baskin Robbins, The Taco Spot, The Fortune Cookie, Steve's Sandwich Shop, Pizzeria, Famos Ramos, Hamburger Hamlet, Le

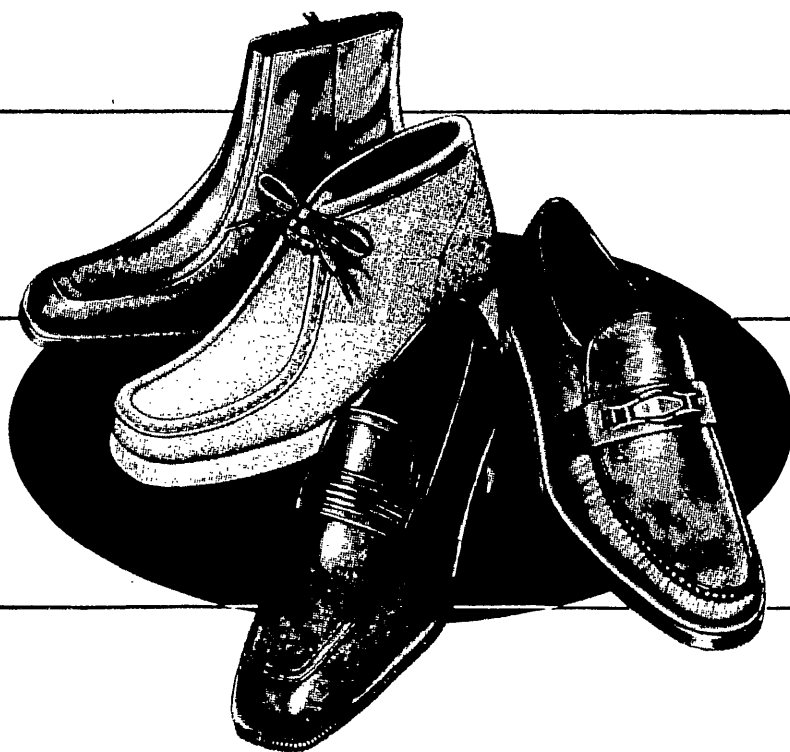
Creppe, Polar Bar, Ramos Pretzel Shoppe and Tiffany's Bakery which will feature pastries and breads to eat in or take out.

Chip Eickmann, vice president of Greenspoint Mall, said the main objective is to serve customers quickly with a great variety of foods at moderate prices while maintaining excellent quality.

The food should be excellent since each restaurant is individually owned and each of these owners is an expert in his area.

This patio area in the mall should be especially attractive with domed skylight overhead and the wooded decor. The butcher-block type tables and brick floor are complemented with trees, hanging plants and other greenery.

TODAY



A NEW
FLORSHEIM SHOE SHOP
OPENS TODAY
at
GREENSPPOINT MALL
FLORSHEIM SHOE SHOPS

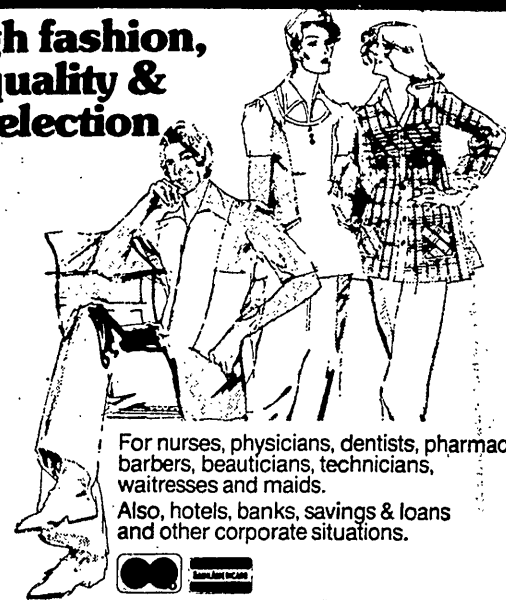
American Express cards welcome along with most major credit cards.

New! Greenspoint Mall! Also Downtown, 702 Main St.

1026 Main St. • 822 Travis St. • Almeda Mall • Galleria Post Oak • Memorial City • Northline Mall
Northwest Mall • Sharpstown Center • Town & Country Village • Westwood Fashion Place

From Left to Right: THE ORLEANS, \$43.95; IDLER II, \$41.95; ORLEANS, \$33.95; And NOVA, \$49.95

high fashion,
quality &
selection.



For nurses, physicians, dentists, pharmacists, barbers, beauticians, technicians, waitresses and maids.

Also, hotels, banks, savings & loans and other corporate situations.



American Uniforms

- 6608 South Main
- 8230 South Gessner Rd. (SW Freeway at Gessner)
- Greenspoint Mall

dallas houston fort worth tyler irving

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Children's pick in '76: Pooh Bear!



It's doubtful that the "bear of little brain" could ever have imagined how famous he'd become when he was created by A. A. Milne in 1926.

He might have had an inkling that stardom was on its way when he asked Christopher Robin to change his name from Edward Bear to a more "exciting" one like Winnie-the-Pooh, but it's unlikely that he expected to have not only books named after him, but clothing and movies, too.

Yet, since June of 1965 when Sears first introduced its Winnie-the-Pooh Collection of children's fashions in toddler and 3-6x sizes, big things have been happening to this little bear!

Pooh's fashion introduction was marked by a cover photo (his first of five) on Sears 1965 fall catalog as well as a cover story in *Look* magazine, entitled "The Pooh Mystique."

The first of his many personal appearances were made at the Orange and Cotton Bowl parades in January of 1966. Shortly after, he was touring the country promoting his first Walt Disney film, "Winnie-the-Pooh and the Honey Tree" in which he, of course, had a starring role.

At the request of the U.S. State Department, Pooh travelled to Moscow for the International Trade Fair in August, 1967, visited with his international friends and once again was featured in *Look* magazine in the story "Pooh Goes to Russia."

Always "the children's choice," Pooh tossed his hat into both the 1968 and 1972 presidential rings and mounted his Pooh-for-President campaign with promises such as "longer recesses" and "hunny in every pot."

While all this was going on, Pooh was also travelling

around the country visiting his friends in hospitals, touring major cities to promote his Academy Award-winning film, "Winnie-the-Pooh and the Blustery Day," and stopping at various historical landmarks on his "Pooh Discovers America" campaign.

Since 1972, Pooh has extended his line of children's fashions all the way up to sizes 7-14 for girls and 8-12 for boys. He has visited hundreds of hospitals in cities across the country on his annual American Hospital Tour, now in its fifth year. He also starred in the featurette "Winnie-the-Pooh the Tigger, Too," which had its children's premiere in Disneyland in December, 1974 and its television premiere in November, 1975.

"The children's pick in '76," Pooh has again set his sights on the White House and will be vigorously campaigning throughout the country, presenting his platform and meeting his constituents.

Check car battery regularly

To make sure your battery is in top shape, have it checked regularly, suggest Sears automotive experts, and maintain electrolyte level by adding only distilled water. A battery checkup is especially important before taking a long trip. And if your battery is more than two years old, it may be time for a new one.

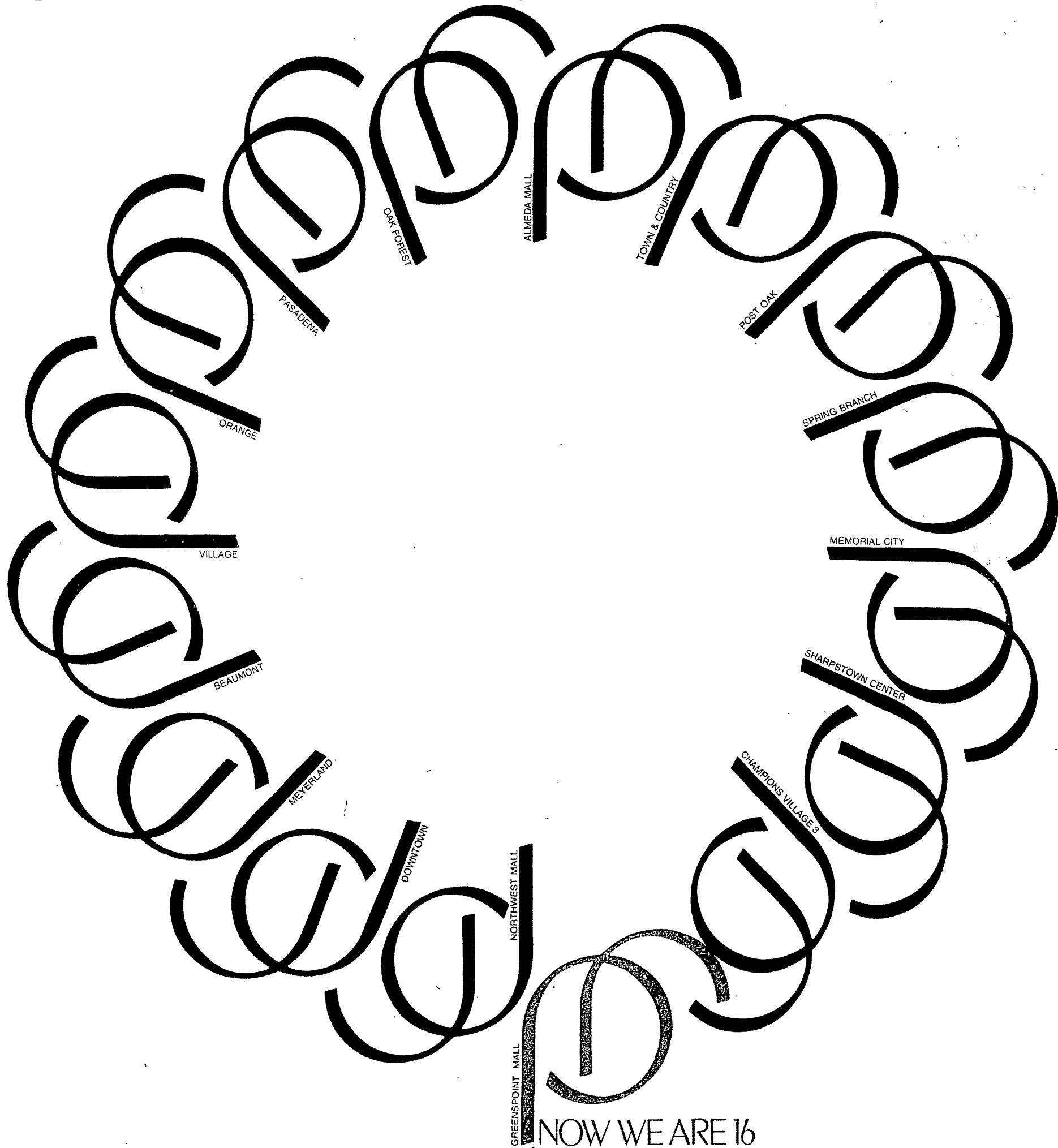
Statistics say that original-equipment batteries usually wear out at about the same time tires do, so worn tire treads may signal the need for a new battery. Keeping the battery clean is also important. A dirty, clogged battery cuts down on power and reduces operating efficiency.



WINNIE-THE-POOH FOR PRESIDENT

IT'S SEW EASY — Thanks to the Sears Coordinate Shop which features patterns for coordinated separates and the color coded fabrics and notions needed to make them. The special shop, in the fabric department at selected Sears stores, makes it easier for the home

sewer to plan and create a versatile wardrobe. This transitional group in chintz and glazed cottons is high-lighted by quilted prints and Oriental touches and also includes a tunic top and dress.



NOW WE ARE 16

Tomorrow our 16th PR bursts into bloom at Greenspoint Mall. After months of planting and pruning, pruning and planting every square foot of our glorious new branch is abloom. You'll find the freshest fall fashions for your family. Niceties for the home. All nestled in the lush green surroundings of Greenspoint Mall . . . just minutes from your door. And although this branch is a fresh new shoot, you can be sure the traditions of more than 55 years of fine quality merchandise and gracious service will be carried on. We are more than one store larger . . . we are 16 stores convenient. 16 stores offering tomorrow's look today.

Palais Royal

REGISTER TO WIN \$1000 CASH OR A 7-DAY CARIBBEAN FLY/CRUISE FOR 2

disc records co.

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disc records co.

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ISLAND LP'S ONLY 3.99

ISLAND LP'S ONLY 3.99



THE GREATEST HIT!

Disc Records happily celebrates the Grand Opening of our fourth location in Houston at Greenspoint Mall. Disc is committed to providing a complete selection of records, tapes, sheet music, and quality accessories.

We feel easily at home with everything from kicker, 'cajun,' to progressive jazz to classical waltz. Disc stocks full depth selections of rock - past and present - and provides a special order service at no extra charge.

In Houston Disc Records now serves the public at four locations. You are only minutes away from Disc Records! We salute our customers and will continue to provide Houston's best in sound, service and selection.

ALMEDA MALL
941-0050
THE GALLERIA
626-1982

NORTHWEST MALL
686-4391
GREENSPPOINT
445-3003

GRAND OPENING

OVER 50 ALBUMS AND TAPES ON SALE THRU AUG. 20TH
GREENSPPOINT MALL
445-3003

disc records co.

disc records co.

disc records co.



First showing in Houston

Manuel Acosta to exhibit floral collections

Manuel Acosta, most widely recognized Mexican-American artist in the country, will exhibit his work in Greenspoint Mall Aug. 14-17 in the sculpture garden. "An Exclusive Exhibition of Manuel Acosta's Natural Florals" is the first Acosta showing ever in Houston.

Along with his family, he now resides in El Paso not too far displaced from his original home in the little mining town of Aldama on the outskirts of Ciudad Chihuahua in northern Mexico.

While still an only child, Manuel Gregorio Acosta and his parents started out from their tiny pueblo and packed into a train along with others fleeing the unstable

revolutionary perils of Mexico at that time to make the 200-mile journey to El Paso.

In time, five more brothers and sisters were added to the family. Hard-working people, the big city and the love and daily life of family and friends surrounded Manuel constantly with a feeling of warmth.

Manuel was drawn to art as he grew. Only a hobby at first, his talent blossomed and grew showing him a direction for his life. His loyal family stood by him although hardly comprehending what an artist was. The fact that he painted something they understood — his family, his friends and his barrio — was consoling

though there was not much of a market for his work.

Several very fortunate contacts put Acosta on his way to a career which developed and grew slowly but steadily.

Efforts to find recognition met with only moderate success. He always ended up back in his studio in El Paso which friends and relatives helped build.

Most of the time Acosta closeted himself in his studio. Nieces, nephews, bullfighters, Chicano youth, dancers and family posed. A leisurely trip to Mexico inspired several lovely landscapes and revived his interest in his people in old Mexico.

5-7-9 Shop specializes in petites

Size 5-7-9 Shops, a national chain with shops in major cities all across the United States and specializing in sizes one through nine, opens in Greenspoint Mall.

These brightly decorated shops are a veritable treasure house of smashing clothes for the petite woman. There are stacks and racks of clothes in sizes one through nine... everything from petite jeans to floor length dresses. And because Size 5-7-9 Shops specialize in small sizes... no more costly alterations. Now, this is a store that understands the little woman!

But the clothes are only part of the magic of Size 5-7-9 Shops. The salespeople, many of whom are your same, small size, really make shopping in these stores a pleasure. They are friendly, courteous and helpful.

The Size 5-7-9 Shops salespeople are also experts on the latest junior fashions. They know just what combinations look terrific on a small size figure, and many model these petite fashions while selling.



ACOSTA CONCENTRATES HIS WORK ON HIS PEOPLE



CHILDREN'S GARDEN BY MANUEL ACOSTA

Isabel Gerhart opening set for Nov. 1 at Greenspoint

Isabel Gerhart now plans to carry the same fashion line of women's clothing to the north part of Houston as it has in the past to River Oaks, the Galleria and downtown.

Present plans call for the store to open at Greenspoint Mall on Nov. 1, according to owner Norwin Gerhart. Construction is

already underway and the storefront is in place. The Greenspoint store will cover 13,000 sq. ft. and will carry the same traditional Isabel Gerhart fashion line of women's clothing. Gerhart said they carry all types of clothing and accessories including furs and precious jewels. The first Isabel Gerhart

store in Houston opened in 1946 in River Oaks with this ladies' specialty shop. About 15 years ago, the second shop began business downtown in the Bank of the Southwest building. The River Oaks branch relocated five years ago and may now be found at the Galleria between Neiman-Marcus and the Houston Oaks Hotel.

Wild Pair features He and She looks

The Wild Pair, that innovative store with extraordinary footwear, bags and belts for He and She, will open Thursday, in Greenspoint and Gulfgate Malls, making a total of four Wild Pairs in Houston.

The Wild Pair is appropriately named for its fabulous selection of the latest He and She shoe looks in genuine leathers as well as the newest materials and colors. The fresh, natural decor at the Wild Pair invites customers to browse in an unstore environment.

Our Fall '76 collection of He and She footwear includes styles to wear from late summer to dead-of-winter. Guys and gals can start the new season in leagher-on-wood clogs and woven leather sandals. There are leather softies in moc and tie styles to wear as the weather cools. Then, for the fashion-minded couple, The Wild Pair has luxurious leather boots in dress, casual and western styles.

The new crop of bags includes woven and whiplaced leathers and leathers trimmed with jute. Another great look is the clutch bag in leathers

and suedes. The natural looks of nubby fabrics and canvas trimmed with jute or leather will be featured also.

Belts will coordinate well in earthy leathers and suedes, fabrics and jutes in natural tones or multi-colored combos. These come in a variety of widths: some are braided, some elasticized.

Belts will coordinate well in earthy leathers and suedes, fabrics and jutes in natural tones or multi-colored combos. These come in a variety of widths: some are braided, some elasticized.

The Wild Pair itself reflects its free-spirited customers and merchandise. Walls of rugged western red cedar boast big, bright wall graphics of the store name. Harmonizing wood tones, ochre and accents of blue complete the color scheme. The Wild Pair invites customers to roam among the hanging displays or sit in informally arranged groups of seats.

The grand openings of The Wild Pair in Greenspoint Mall and Gulfgate Mall are scheduled for Thursday, August 5.



BOOTINEERS — Hers in suede and leather; his in leather trimmed with piping. From the boot collection at The Wild Pair, He and She haven for footwear, bags and belts

What a setting! Nestled right in the dazzling new Greenspoint Mall! That's where you'll find our latest addition. Amidst glistening contemporary surroundings you'll find an exciting collection of the finest labels in men's clothing including Hart Schaffner & Marx, Christian Dior, Pierre Cardin and Nino Cerruti. You'll also discover the newest selection of colorful furnishings and sportswear. Come by and see what a beauty Leopold Price & Rolle has hatched!



Call Miss Classified

If you need to sell furniture, want to have garage sale, or need a buyer for a car, call Miss Classified at 224-6868. She'll direct customers your way! Classified classified is the nation's largest full-run classified section in the nation.

Come in and register for a free wardrobe. No purchase necessary.

Grand Opening Piccadilly Cafeteria

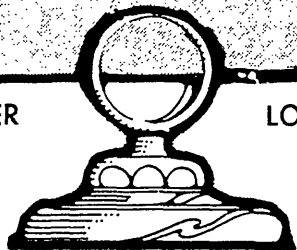
GREENSPPOINT MALL

I-45 at Northbelt

- Elegant Dining at Modest Prices
- Family Size Tables
- Rolling High Chairs
- Home Cooking
- Fast, Efficient Service
- Stainless Steel Kitchen

100 recipes are used for the menu on an average day.
Coffee & tea refills are on the house.
Treat yourself to lunch while shopping the new Greenspoint Mall.
CONTINUOUS SERVING — 11 a.m. to 8.30 p.m. 7 Days a Week

SATELLITE PLATE
for the Junior Astronaut
**CHOICE OF MEAT
& 2 VEGETABLES**



OTHER

Northwest Mall
Almeda Mall
Memorial City

LOCATIONS

Northline Mall
Gulfgate Mall

Book explains economic system

When you say economics to most people, they tend to back away from the subject, mumbling something about it being very complicated. And yet, we probably understand it far better than we realize. It's what we put into practice every day when we exchange our work for wages and again when we exchange our wages for the various things we buy.

To help make our economic system easier to understand, the Department of Commerce in cooperation with the Department of Labor and the Advertising Council has developed a new publication called "The American Economic System and Your Part In It." The booklet is illustrated with characters from the "Peanuts" cartoon strip. Single copies are available free from the Consumer Information Center, Dept. 34, Pueblo, Colorado 81009.

The booklet points out that when we borrow money or buy a car, we are making economic decisions that are just as important in their own way as economic decisions made by businesses and governments. When we vote on bond issues and for political candidates we are actually helping to shape the economic decisions of government.

Although our economic system is much more complicated in our Bicentennial year than it was 200 years ago, we still exercise many freedoms of economic choice. We now have what might be called a mixed economy, with three groups playing major decision-making roles: consumers, who look for the best value in return for what they spend; producers, who seek the best income for what they offer, and governments, federal, state and local, which work to promote the safety and welfare of the public, and to provide services in the public interest. You may think of yourself as only a consumer. But, most people are a part of all three groups — as consumers, as producers and as voters helping to influence decisions made by governments.

To learn more about your role in the economy, get a copy of "The American Economic System and Your Part In It" (free). It is one of over 240 selected Federal consumer publications distributed by the Consumer Information Center of the General Services Administration. For a free copy of "Consumer Information" the catalog listing these publications, write to Consumer Information Center, Pueblo, Colorado 81009.

Getting bugged by visitors?

Some 944 trillion insects live in Texas. That is five thousand times the human population of the whole world.

This insect census comes from Gene Mace, entomologist and product research supervisor for Johnson Wax, Racine, Wis. He explained that entomologists estimate average insect population per square mile to be about equal to the total world population of people — more than 3.7 billion. Since Texas has 282,134 square miles, it follows that its bug population runs about 944 trillion.

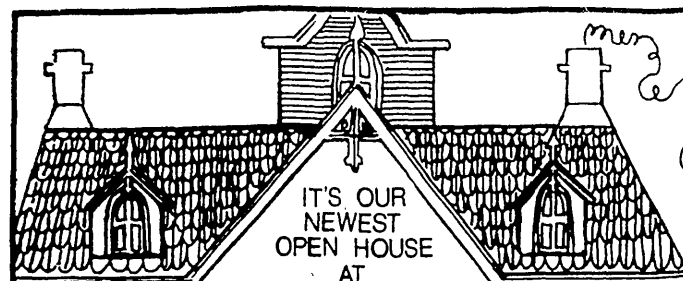
"It is fortunate," he said, "that most of these insects are not harmful to people and their property. Of about 100,000 different

species known throughout the world, only about 600 are classed as pests."

He hastened to add that not all of the 600 types live in Texas.

"Man has been battling insect pests ever since he began to inhabit this planet," Mace said. "It is interesting that despite all of his efforts he never has succeeded in completely exterminating a species, though he has been successful in controlling many."

"You go after ants and mosquitoes in quite different ways, with quite different weapons," he said. "A household insect control program requires a family of sprays and some knowledge of insect habits."

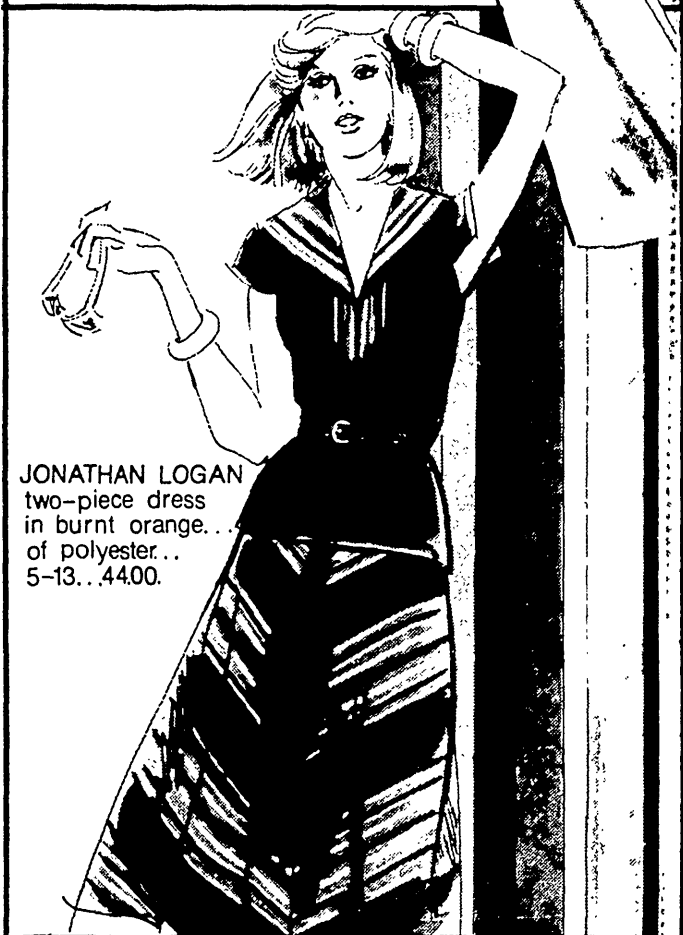
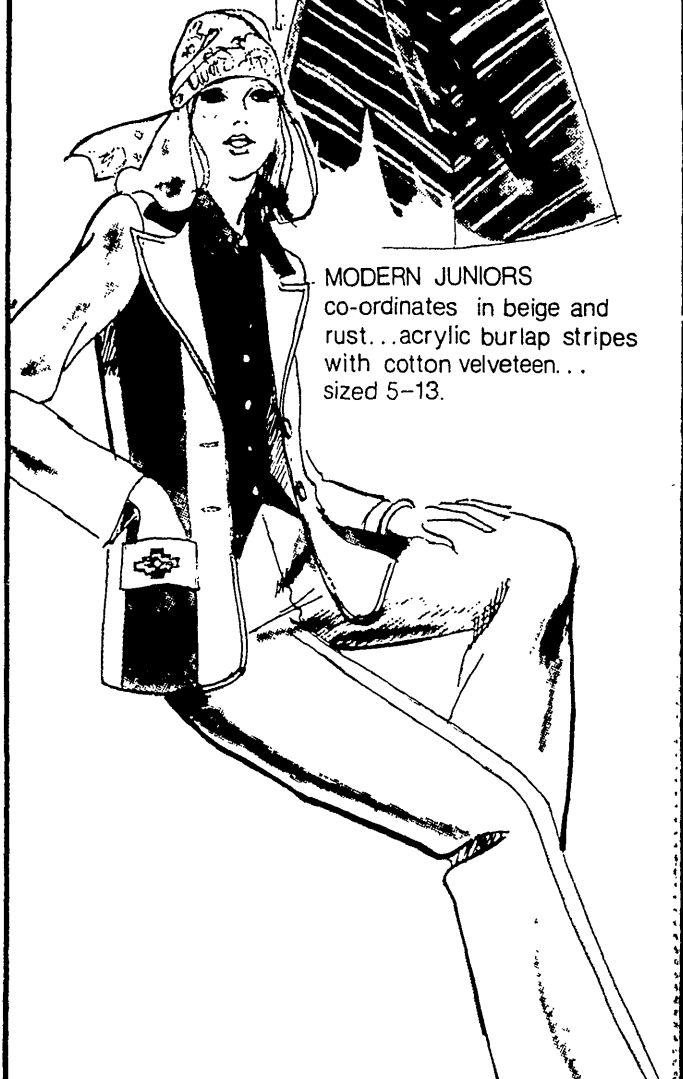


Junior Magic GREENSPPOINT

You'll find a houseful of outstanding Junior fashions, from top to bottom... come in... you'll welcome these colorful wardrobe ideas!



MODERN JUNIORS co-ordinates in beige and rust... acrylic burlap stripes with cotton velveteen... sized 5-13.



JONATHAN LOGAN two-piece dress in burnt orange... of polyester... 5-13... 44.00.

Corrigan's now has 11 stores. Corrigan's proudly announces Greenspoint Mall Opening Tomorrow.



A new diamond center for Houston—and you are invited to come be part of the opening.

Texans who know diamonds have long known that Corrigan's Jewelers is the place to come for them. And Texans who do not know diamonds have long relied on Corrigan's to help them make the wisest choices—in everything from modest diamond pendants to the most important solitaires and other pieces of fine diamond jewelry.

Success breeds success—and now Corrigan's—which was one Houston store when it opened in 1914—is 11 Houston

stores. The newest, and one of the most beautiful is at Greenspoint Mall. Come look at our store and our diamonds. And stay to see our new watches, china, crystal, and silver by the world's great makers.

Something Beautiful for Everyone.™

Corrigan's
Jewelers Since 1914

Greenspoint Mall
By the beautiful waterfall in The Mall.

Shop next door for the newest in Misses Fashions

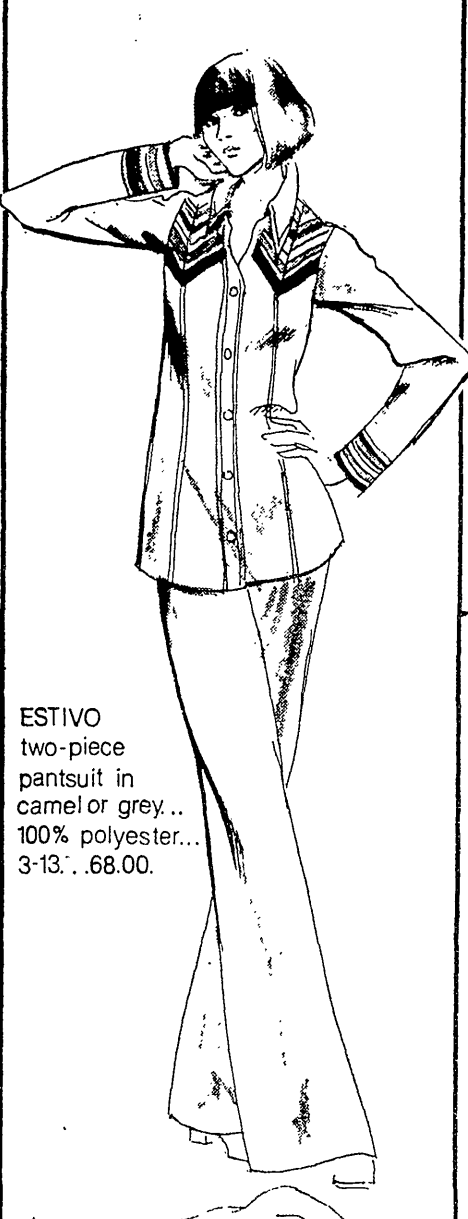
MAKE YOURSELF RIGHT AT HOME AT

Margo's la Mode GREENSPPOINT

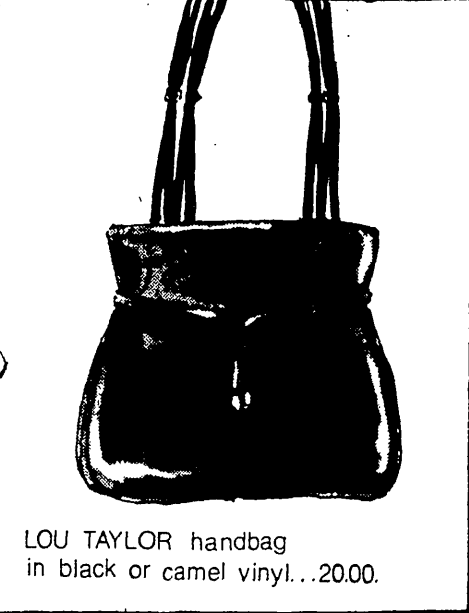
From our house to your house, the newest in dresses, sportswear, lingerie, coats, shoes and accessories. The doors are open...come in and select your favorite wardrobe ideas. Visit next door for the newest in Junior fashions...



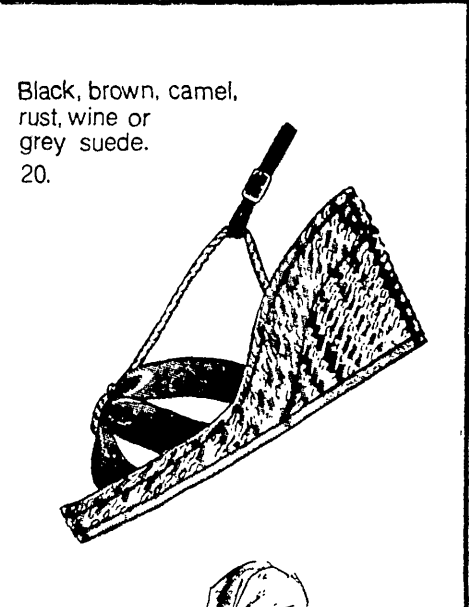
ONE OF A COLLECTION... wool and nylon with rabbit trim in terra cotta... 5-15... 140.00.



ESTIVO two-piece pantsuit in camel or grey... 100% polyester... 3-13... 68.00.



LOU TAYLOR handbag in black or camel vinyl... 20.00.



Black, brown, camel, rust, wine or grey suede. 20.

*All furs labeled to show country of origin.



MR. BEAU co-ordinates in slate blue with cameo pink blouses... 100% polyester... 8-16... priced separately from 19.00 to 40.00. Misses Sportswear

Margo's la Mode

Greenspoint generates future developments

Greenspoint Mall seems to be generating more than excitement in Houston. Friendswood Development Co. has bought a 220-acre site adjoining the mall and plans a \$100 million commercial and residential development next to this retail center at the North Freeway and the North Belt.

This commercial and residential complex is to be developed on the 220 acres purchased from Federated Department Stores Inc., owner of Greenspoint. Office parks, retail clusters, apartments, hotel and motel accommodations and recreation facilities will be included in the development to be completed in the early 1980s, John B. Turner Jr., president of Friendswood, a subsidiary of the Exxon Corp., said.

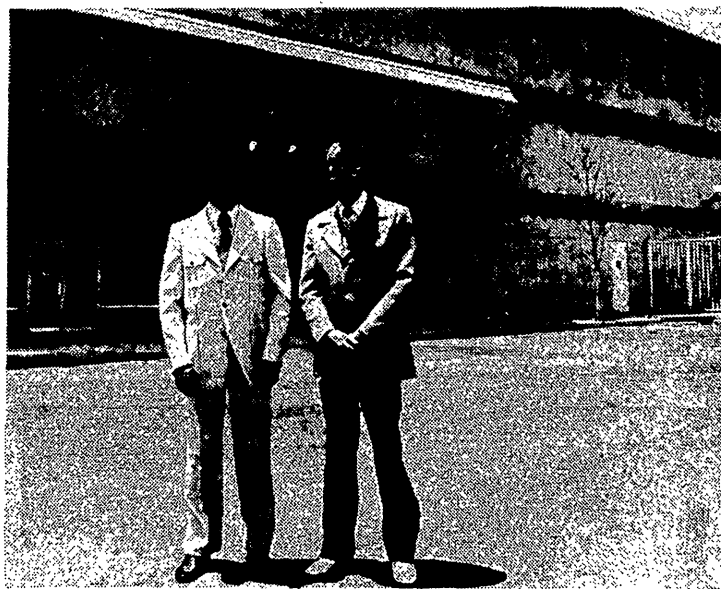
scheduled to start late this year on street and utility construction for the development.

The project is being funded by Wachovia Bank & Trust Co., Winston-Salem, N.C. The development adjoins Greenspoint Mall on the north and east, and fronts the North Belt and the North Freeway.

Turner said that Greenspoint Mall is expected to be the catalyst for rapid and massive residential and commercial development in North Harris County.

Friendswood project manager R. Douglas Leonhard and land manager C. Randall Parish are in charge of the new project.

The new community will resemble Woodlake, the Friendswood residential and commercial development at Westheimer and Gessner in Southwest Houston.



MANAGER KENNETH VOIGT WITH HIS ASSISTANT, JAMES RILEY

Greenspoint store most modern in Sears network

Sears, Roebuck and Co.'s new 190,000 square foot department store in Greenspoint Mall is the most modern full-line facility in the company's nationwide network of 858 stores.

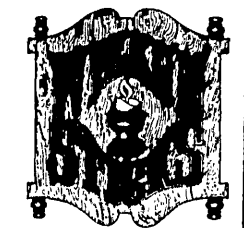
Ken L. Voigt, store manager, pointed out that Sears Greenspoint is an example of Sears' vigorous expansion program that continues to generate dollars and create jobs in communities like Houston. Sears will open an additional 27 stores similar to this one in 1976.

The two-story structure in the regional shopping mall will be Sears tenth major store in the greater Houston area and the second to open this year. A new facility to serve the Brazosport area from Lake Jackson became part of the company's Houston retail group last March.

The main Sears building in Greenspoint anchors the High in sodium

Most cholesterol-free imitation breakfast meats are extremely high in sodium. These products should not be used by persons on a sodium-restricted diet, reminds Sally Coble, foods and nutrition specialist with the Texas Agricultural Extension Service of the Texas A&M University System.

Grand Opening



Famous Perfumes

- Charley No. 5
- E.L.
- Shal de Mar
- L'orelle
- White Shadows
- Musk

Now Available In Scented Votive Candles

3 for \$1.
GREENSPPOINT MALL

also locations in: NORTHWEST, ALMEDA, MEYERLAND, WESTWOOD and MEMORIAL CITY

southeastern end of the temperature-controlled mall. Nearby is a 20,000-square-foot, 20-car Sears automotive service center.

The new store has more than 50 different merchandise departments, Voigt said. Products for the home will be featured on the store's upper level while merchandise for people will be located on the store's lower level.

Also on the upper level will be a new centralized Customer Credit facility, Sears second in the market, which Voigt says "will double the company's ability to swiftly serve credit customers."

The official Sears address is 100 Greenspoint Mall. The main building and auto center are of light beige brick and plaster ac-

cented by horizontal bands of dark red ceramic tile. Both units are compatible with the contemporary design of the entire center, Voigt said.

The entire Sears complex is barrier-free to accommodate the handicapped and the main building has both a passenger elevator and escalators, he added.

Special merchandise and services available at the new store include an optical department, hearing aids, photo portraits, key reproduction, watch repair. Allstate Insurance Co. agents, a candy shop and a Customer Convenience Center for cashing checks, paying utility bills and obtaining tickets to local entertainment and sporting events.

Leopold Price & Rolle formula is successful

Personal service, top quality and current fashion has been the cornerstone of success for Leopold Price & Rolle, Houston's leading men's store. Founded in 1906, Leopold Price & Rolle has expanded to 7 locations with the opening of its new Greenspoint Mall store.

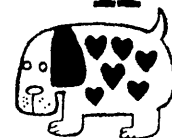
Jaymar-Ruby, Hathaway and Arrow.

For the man whose taste runs contemporary the Leopold Price & Rolle Greenspoint store will feature the Apostrophe shop. The Apostrophe shop contains to the greatest extent a full line presentation of contemporary apparel from suits to separates, from dress shirts to sweaters. The shop features such famous designers as Nino Cerruti, Pierre Cardin, Franck Olivier and Jupiter of Paris.

BROWSING PRIVILEGES EXTENDED

A SCINTILLATING STORE • FRIENDLY HELPFUL HELP

we think you'll love casual corner



SIMPLY SENSATIONAL CLOTHES

GORGEOUS GIFT PACKAGING • SENSATIONALLY SIMPLE

"Marvel & Friends" entertain at mall

Astroworld's new "Marvel & Friends" show, combining an enchanted story into a choreographed musical show, will be appearing at Greenspoint Mall Aug. 13 and 14. In addition, Winston Wolf will make his hand-shaking only debut at the mall on Aug. 5, 6 and 7.

Marvel and Friends will perform at 1:30 and 3:30 p.m. on the 13th and at 11:30 a.m. and 5:30 p.m. on the 14th. Winston Wolf will be at the mall from 10 a.m. until 9 p.m. all three days.

Sheriff of Law and Order, Winston Wolf, lives in Western Junction while preserving his image as the fastest draw of lollipops in the West. Winston, often found dozing off into a deep sleep, adds a touch-

ing sentimental aspect to the show.

The new addition to this year's show is mistress of ceremonies, Sandy Rings, former Miss Kansas and talent winner in the Miss America Pageant. Sandy,

bringing with her, Rollo, a lovable, crazy "talking" rabbit, narrates as well as sings and dances in "Marvel & Friends."

"Marvel & Friends" is a professionally produced show designed for Ast-

roworld, the Houston-based theme park that includes over 100 rides, shows, and attraction. Astroworld, the newest member of the Six Flags family, opens for weekend operations on April 10.



PERFORMING AT GREENSPPOINT — Astroworld's Gypsy of Happiness, Marvel McPey, along with friends, Sandy Rings, Rollo the Rabbit, Pierre Le Rat, and Winston Wolf, prepare for their new "Marvel & Friends" musical show appearances at Greenspoint Mall on Aug. 13 and 14.

Featured in the show is Marvel McPey, Astroworld's lovable Ambassador of Happiness. Marvel, after traveling the galaxy, has come to make his home in Astroworld's little people's paradise, Children's World. Brilliantly costumed in colorful gypsy attire and a huge pink hat filled with lollipops and fantasy, Marvel McPey delights youngsters of all ages with his exciting, dancing troupe of enchanted animal friends.

Each of Marvel's friends brings a distinctive, touching personality to the show. Pierre Le Rat is Astroworld's own artist in residence. Pierre, with palette in hand and handsome beret atop his head, sees beauty in everything and is the energetic, affectionate character in "Marvel & Friends."

Astroworld's likable



PIERRE LE RAT — Astroworld's own artist in residence, practices his "toe-tapping" for upcoming musical show at Greenspoint. Pierre is one of the enchanting characters in the Marvel & Friends' show.

A Bicentennial Collection that rings true.



The Steiff Bicentennial Collection. Classic reproductions chosen for their authenticity. Their history. And their beauty. This year, when Bicentennial labels will be found slapped onto almost anything, it's nice to know the pewter Bicentennial Collection from Steiff is the one that always rings true. The Bicentennial Collection. From \$6.75 to \$45.



regal touch

in  greenspoint mall

Distinctive Gifts Home Accessories Fireplace Furnishings

Albert's[®]
HOSIERY
FREE
pair of Hosiery
with the Purchase
of 3 pairs
Stockings or Panty Hose

GREENSPPOINT MALL
445-8804

TOMORROW
Joyce Bertram
BATH & BOUDOIR

OPENS THE DOOR TO
A NEW WORLD OF
BEAUTY FOR YOUR HOME
IN
GREENSPPOINT MALL
a most unusual shop
glamourizing your
bath and boudoir!

- LINEN FASHIONS FOR THE BOUDOIR
- DECORATIVE BATH HARDWARE
- THE UNUSUAL IN BEDSPREADS
- FASHION SHOWER CURTAINS AND RUGS
- COORDINATED BATHROOM ACCESSORIES
- ELEGANT BOUDOIR BENCHES & CHAIRS
- GIFTS FOR THE HOME

Joyce Bertram
BATH & BOUDOIR

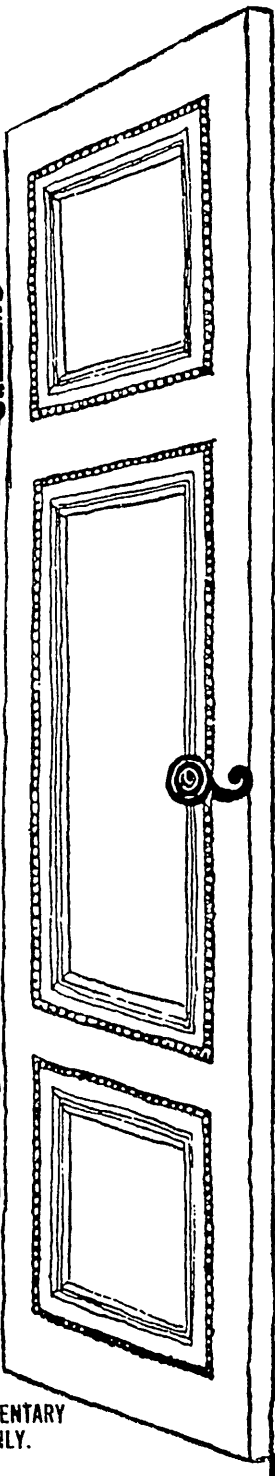
GREENSPPOINT MALL
448-7355

Shop With Us At 5 Other Houston Locations

REGISTER FOR THE FOLLOWING COMPLIMENTARY
GIFTS AT OUR GREENSPPOINT SHOP ONLY.
(one given away each day)

- NORMAN'S OF SALISBURY QUILTED DOUBLE BEDSPREAD
- BLOOMCRAFT DUAL KING QUILTED BEDSPREAD
- TOWNHOUSE OF CALIFORNIA GOLD LEAF BOUDOIR STOOL
- GEORGE KOCH BRASS FLOOR TOWEL STAND
- HANDY ANDY BRASS FLOOR MAKE UP MIRROR
- STYLEBUILT ACCESSORIES GOLD BASKET AND TISSUE ENSEMBLE

• FIELDCREST DUAL KING BLANKET



Opens Thursday! a Gallery of Fabulous Shoes!

CHANDLERS

GREENSPPOINT MALL

Captivating looks in superb leathers. To name a few: new heels on the downgrade or rising high; bottoms carved in wood or rope or leather covered; new toes in gentle rounds or in slender tapers. Styles for your own life-style with all the right handbags. Modest prices. Come enjoy it all.

Tan calf, 22.99

Black calf, 24.99

Amber calf, 22.99

Tan leather, special 11.90

Camel calf, 22.99

Black calf, 22.99

Grand Opening Specials, Greenspoint Mall only

18.99 rope, lined in tan leather on carved wood bottom, **14.90**

19.99 tan leather with shadowed bottom of carved wood, **15.90**

14.99 woven tan leather on wood bottom with square back, **11.90**

17.99 latigo leather moc. Wedge is rope. Leather sole. **13.90**

Entire stock of tan leather handbags 20% off

Master Charge • Shoppers Charge

THE GALLERIA, POST OAK • GREENSPPOINT • GULFGATE • MEMORIAL CITY • SHARPSTOWN

SWEENEY & CO.

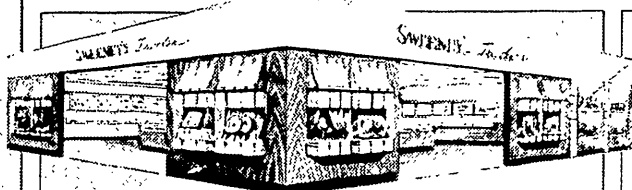
Jewelers

SINCE 1875

now in...

Greenspoint Mall

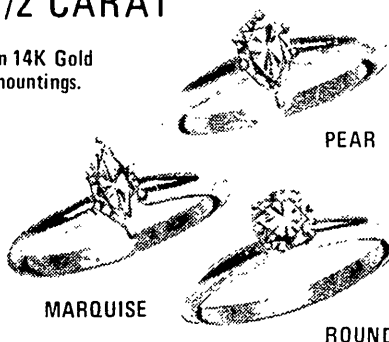
Interstate 45 at North Belt.



With our opening in Greenspoint Mall, we now have seven stores in Houston. With exquisite collections of diamonds. And of gold and fashion jewelry, too: And fine watches. Silver, china, crystal. Domestic and imported gifts. Sweeney Jewelers. An old and honored name. Founded in 1875. And now with sixteen stores in Texas, Louisiana and Mississippi. Come in to see us soon. And see our dazzle of diamonds.

DIAMOND SOLITAIRE VALUES 1/2 CARAT

In 14K Gold mountings.



Reg. \$850.
SPECIAL \$595 EACH

FREE

OUR GIFT TO YOU.



One to an adult customer.

Limited quantities. No purchase necessary.

Save 20% to 50% on famous STERLING FLATWARE

THE GREATEST NAMES IN STERLING FLATWARE

Patterns shown:
Wallace's Grande Baroque;
Gorham's Chantilly;
Towle's King Richard;
Reed and Barton's Burgundy.

GORHAM—
through Sept. 25
25% off teaspoons, place knives, place forks, individual salad forks, place spoons, cream-soup, and hollow-handled spreaders.

INTERNATIONAL—
through Sept. 25
50% off 3-piece place settings
25% off open stock

WALLACE—
through Sept. 18
40% off open stock

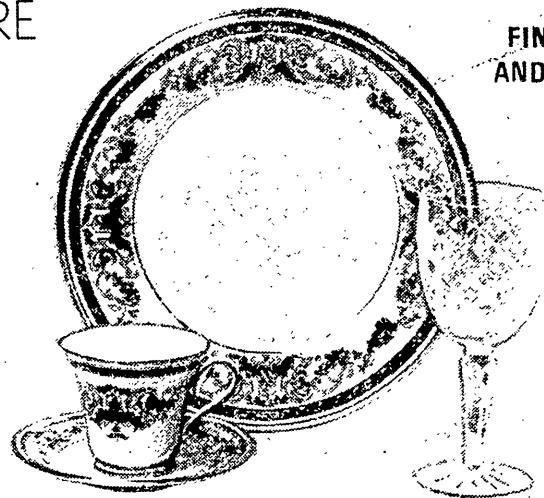
REED & BARTON—
Aug. 16 through Oct. 9
33 1/3% off open stock

LUNT—
through Aug. 14
33 1/3% off open stock

TOWLE—
through Sept. 18
33 1/3% off 4-piece place settings
25% off open stock

INQUIRE ABOUT OUR SILVER CLUB PLAN.

Regular charge accounts.
Extended payment plans.
Master Charge, BankAmericard,
American Express.



FINE CHINA AND CRYSTAL

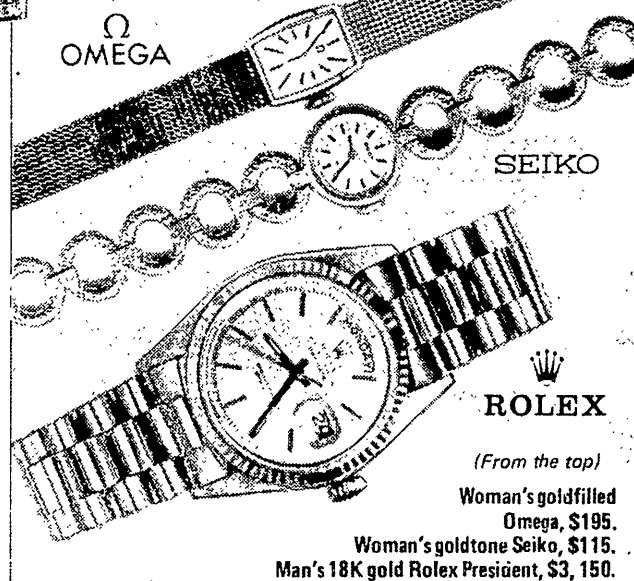
Shown:
Comeragh by Waterford, \$18.25 stem.
Fair Lady, by Lenox, \$40.00 per 3-piece place setting.

Our famous lines — these and many more.

China: Aynsley, Doulton, Haviland, Hutschenrauther, Lenox, Lenox Temperware, Minton, Oxford, Wedgwood, Royal Worcester.
Crystal: Franciscan, Lenox, Stuart, Waterford.
Giftware: Cappe, Baldwin Brass, Doulton, Sabino, Lenox, Tay, Waterford, Kazmar.

FAMOUS NAME WATCHES

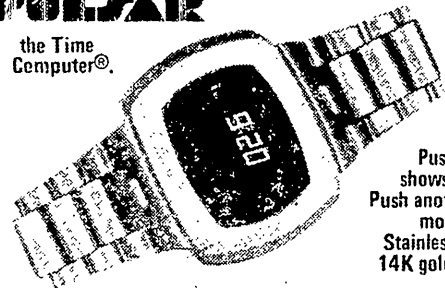
These, and many more.



(From the top)
Woman's goldfilled Omega, \$195.
Woman's goldtone Seiko, \$115.
Man's 18K gold Rolex President, \$3, 150.

PULSAR

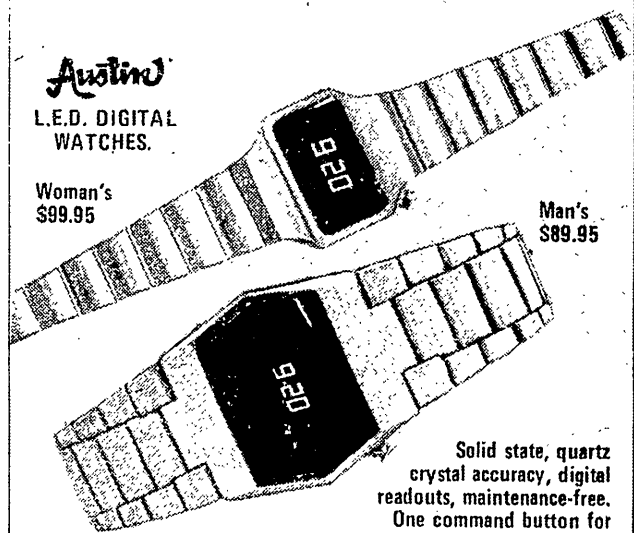
the Time Computer®.



Flick your wrist, it flashes hour and minute. Push a button, it shows the seconds. Push another, it shows month and date. Stainless steel, \$295. 14K goldfilled, \$395.

Austin

L.E.D. DIGITAL WATCHES.



Woman's \$99.95

Man's \$89.95

Solid state, quartz crystal accuracy, digital readouts, maintenance-free. One command button for hour, minute, seconds, month, date.

Hickory Farms

OF OHIO



invites you to a Gala Old-Fashioned **GRAND OPENING CELEBRATION**

August 5 thru August 21, 1976

GREENSPPOINT MALL

OVER 126 KINDS OF CHEESE

Sample from our large selection of specialty foods including many of our 126 different kinds of fresh, moist, natural cheeses—and our world-famous BEEF STICK Summer Sausage! See why HICKORY FARMS OF OHIO stores are known as "America's Leading Cheese Stores!"

World Famous BEEF STICK SUMMER SAUSAGE

Enjoy the wonderful hickory-smoke flavor of this famous all-beef summer sausage. It's popular as a snack—with crackers and sometimes cheese. Many use it in different ways for enjoyable cooking.

Cut Any Size **20¢ lb. OFF**

Reg. Price 20¢ PER LB. DISCOUNT ON PURCHASE OF WHOLE 4 LB. BEEF STICK.

FREE BOX OF OLD-FASHIONED CRACKERS

With The Purchase Of A Hickory Farms Of Ohio **CHEESE BALL**

These crackers are "just the thing" for spreading the delicious CHEESE BALL—made from a blend of aged cheeses covered with nuts and topped with a cherry. 14 oz. Cheese Ball—\$1.29

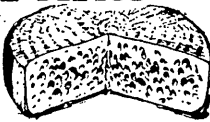
SPECIALTY FOODS GALORE

In our nationally-franchised, locally-owned HICKORY FARMS OF OHIO store, you'll be reminded of what the old "country store" was like in bygone days. Take your time, look over the interesting decor, and leisurely stroll about the displays of fine specialty foods.

CITATION. WHEEL SWISS

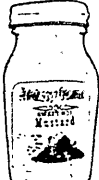
You MUST sample this moist natural cheese—cut fresh from the wheel so you get all the flavor the cheesemaker intended — the BEST — the ONLY way to buy cheese.

20¢ lb. OFF Reg. Price



FREE 3 OZ. JAR SWEET-HOT MUSTARD

WITH THE PURCHASE OF \$3.00 OR MORE DURING OUR GRAND OPENING Taste it and you'll be back for more. Adds a special zest to everything you serve with it.



SIMPLY SOUPER SOUP MIXES

DEMONSTRATION OF IMPORTED YANKEE TRADER.

BUY THREE PACKAGES **FREE** — GET ONE

Hickory Farms

OF OHIO

- Galgate Shopping City
- 1440 theGalleria
- Memorial City Shopping Center
- Westwood Fashion Place
- Sharpstown Center
- Greenspoint Mall
- Meyerland Plaza

AMERICA'S LEADING CHEESE STORES.

Classic clothes for fall

While the fashion news from Paris headlines fantasy ethnic looks like American Indians and Russian peasants, and rugged "survival" clothing like thick boots and even thicker quilted jackets, the story here at home is themed more to the real-world way of dressing. That's the good word from Sears, Roebuck and Co., the world's largest retailer, as it previews its fall collection of The Gathering Designer Group, a totally integrated wardrobe concept that bowed last spring.

Sesinged by a top New York studio exclusively for Sears, the collection of separates, dresses, coats and accessories, is non-gimmicky. No boots, babushkas or layers of taffeta petticoats here. Instead, these are understandable clothes that a woman can wear now and in seasons to come. But, while fads and fancies are avoided, the collection is definitely styled with a flavor of what is new.

Haberdashery, for example. There's a man-tailored blazer, skirts, trousers and a vest—even a fedora or English school-boy cap to top things off. These separates can be arranged and re-arranged as a woman chooses, for a different look and a different mood.

There's more fashion news in the play of fabrics. Because the colors in the collection are neutrals of spice, cream, camel and gray, this mix of textures—as evidenced in a spice corduroy vest with gray flannel trousers—adds real interest.

Details count. The dog-leash belt on trousers and skirts comes in a key wardrobe color, spice, and the "pewter" jewelry uses the same spice leather for accent.

In September additional items will be available to mix with the clothes a woman buys now. A camel-colored skirt and trousers, a plaid skirt and shawl, for example, might be perfect add-ons to this fall wardrobe.

GRAND OPENING Greenspoint Mall August 5th

BALDWIN LIVELY

PIANO and ORGAN CENTERS

2601 Main - Almeda Mall - Memorial City Westwood Mall - Greenspoint Mall



Greenspoint Bank

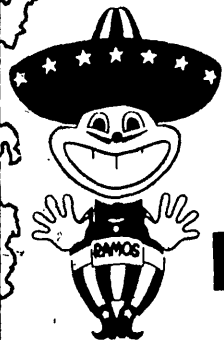
Foley's

J.C. Penney

greenspoint mall

Sears

- | | |
|--|-----------------------------|
| 309 Alberto's Clocks | 116 Kinney Shoes |
| 244 Albert's Hosiery | 455 The Limited |
| 259 American Uniform | 350 Leopold, Price & Rolle |
| 413 Artland | 226 Levit's Jewelers |
| 120 B. Dalton Bookseller | 102 Margo's La Mode |
| 343 Baker's Shoes | 327 Merle Norman |
| 412 Baldwin-Lively | 417 Miss Bojangles |
| 130 Baskin Robbins | 261 The Monocle |
| 347 Battelstein's | 239 Morrow's Nuts |
| 334 Betty's Maternity | 315 Mr. Calculator |
| 135 Brass Collage | 236 Naturalizer Shoes |
| 125 Casual Corner | 363 The Oak Tree |
| 248 Centre Court | 106 Organ Exchange |
| 450 Chandler's Shoes | 300 Oshman's |
| 211 Chess King | 214 Palais Royal |
| 257 City Appliance Center | 434 Piccadilly Cafeteria |
| 251 Clover Patch | 107 Pickwick Music |
| 320 Corrigan's Jewelers | 330 Pipe Pub |
| 109 County Seat | 140 Pizzeria |
| 146 Creperie | 253 Playhouse Toys |
| 227 Disc Records | 154 Polar Bar |
| 162 E/J's Model Shop | 408 Radio Shack |
| 263 El Chico | 156 Ramos Pretzel Shoppe |
| 367 Ellison's | 458 Regal Touch |
| 142 Famous Ramos | 468 Rodney's |
| 416 Fashion Conspiracy | 420 Roots Natural Footwear |
| 329 Florsheim Shoes | 358 Sherry's Hallmark Shop |
| 134 Fortune Cookie | 210 The Shoe Gallery |
| 205 Foxmoor | 242 Showcase |
| 139 Funway Freeway | 462 Silverman's |
| 467 The Gap | 461 Size 5-7-9 Shop |
| 430 General Cinema | 101 So-Fro Fabrics |
| 215 General Nutrition | 223 Sounds 'N' Imports |
| 321 Gilbert Ortega's Indian Arts | 402 Southern Fabrics |
| 124 The Go Round | 136 Steves Sandwich Shop |
| 364 Gordon's Jewelers | 466 Stuart's |
| 155 Greenspoint Pet Center | 231 Susie's Casuals |
| 144 Hamburger Hamlet | 446 Sweeney's Jewelers |
| 307 Hanover Shoes | 132 Taco Spot |
| 346 Haus Edelweiss | 121 Texas State Optical |
| 206 Hickory Farms | 133 Thom McAn |
| 454 Houston Trunk Factory | 150 Tiffany's Bakery |
| 373 Isabell Gerhart | 303 Transcontinental Travel |
| 340 J. Harris | 247 U-Frame-It |
| 129 J. Riggins | 163 Ventura's Formal Wear |
| 108 Jean Nicole | 469 Village Casuals |
| 235 Jeans West | 465 Waldenbooks |
| 149 Jerry Thompson's Restaurant and Saloon | 119 Western Junction |
| 243 Joan Bari | 370 Wicks 'N' Sticks |
| 342 Joyce Bertram Bath & Boudoir | 219 The Wild Pair |
| 341 Kid's Kasuals | 113 World Bazaar |
| 159 Kinderfoto | 333 Worths |
| | 201 Zales Jewelers |



FAMOUS RAMOS. PRETZEL SHOPPE

featuring

**Delicious, Hot
SOFT PRETZELS
● POP CORN**

Coors Beer

Soft Drinks

Enjoy a tempting variety of menus offered by a cluster of food services. All are located around an enclosed dining patio of plants and flowers, thriving under an overhead dome skylight, now, at Greenspoint Mall.

The Patio

the taco spot

'Serving the finest in Mexican Food'

- Taco
- Burrito (Bean, Meat, Combination)
- Taco Gringo
- Mexican Style Beans
- Taco Chips

"HOT STUFF"

Our own Jalapeno Hot Sauce **SOFT DRINKS & BEER**

FORTUNE COOKIE

"Specializing in fine Chinese Food"

● FREE SOFT DRINK

with the purchase of any food item.

August 5 thru August 7

- ★ FREE FORTUNE COOKIE WITH EVERY PURCHASE
- ★ SPECIAL BONUS IN EACH FORTUNE COOKIE

★ Try our daily special
—orders to go—

448-0299

HAMBURGER HAMLET

featuring

'The Old Fashion Hamburger'

- Cheeseburger
- Chili Burger
- Fish Sandwich
- French Fries and Onion Rings
- Chili
- Apple Pie
- Soft Drinks and Coffee

STEVE'S SANDWICH SHOP

"The Finest in Barbecue"

Featuring: Beef and sausage sandwiches

- Hot Dogs
- Side Dishes
- Special French Fries
- Soft Drinks and Coffee

THE CREPERIE

ENTREE CREPES

- Crepes Stroganoff
- Chicken
- Ham and Asparagus
- Crab Divan
- Shrimp Lynde
- Fresh Mushroom and Sausage
- Cheese Blintzes

DESSERT CREPES

- Crepe A LA Mode
- Chantilly Crepe
- Strawberry Supreme
- Cherries Jubilee
- Apple Suchard
- Churros Madrilenos



FAMOUS RAMOS. HOT DOG PLACE

Hot Dogs and Foot Longs

Garnish, chili and cheese
Super French Fries

Try our special . . .

Famous Ramos "ORANGE FIZZ"
made from 100% Orange juice, tart, tangy and delicious!

Foley's to open sixth branch store; new modular concepts incorporated

Foley's will open its sixth branch store on Thursday in Greenspoint Mall located on I-45 and North Belt.

A landmark in department store design, Foley's Greenspoint incorporates the new modular concepts introduced in Foley's Memorial City store with the more traditional for a truly unique store totaling

207,000 square feet on its two merchandising floors. A natural brick structure, Foley's Greenspoint mirrors the natural beauty of the mall. Three sloping glass entrances leading from ample parking facilities and a mall entrance bring the outside in. Gnarled wood sculptures and giant cactus add a southwest flavor while warm

earth tones and natural wood fixturing throughout departments on both floors carry out the theme.

The dramatic focal point of the store is the two-story Escalator Pavilion. Entering through the mall, the soft colors of the cosmetic department give way to splashes of gold and paprika in the Pavilion. A soaring elevator and escalators

of natural wormy chestnut and shafts of mirror are dazzling in the brilliance of the theatrical lighting. The Pavilion houses jewelry and women's dress accessories and sweeps upward to furniture showcased in designer room settings on the second level.

Built on the "loop plan", Foley's Greenspoint has a single main aisle of

Perma-grain that surrounds beige carpeted merchandise areas on both floors. Men's, women's, children's and junior fashions circle the first floor aisle. Each area is located at one of the four entrances for ease of shopping for different customer needs. Also located on the main level are books, luggage, stationery and Nibbles, a snack bar located at the entrance to children's world.

Home furnishings and the Budget Store comprise the second level "loop".

The loop plan is a feature of the modular design concept of the first floor and an extension of another feature of the design—the central core stock area. Although the second floor is more traditional in design, departments on both floors are built around and serviced by a central core stock area. Stock areas are fed from the dock by a conveyor system which hoists merchandise over the heads of customers.

A grid ceiling fourteen feet above the main floor houses all support systems and is the life force of the first level. Through the ceiling, which is seventy per cent open eight feet above the grid, electricity, plumbing, air conditioning, and heating are all programmed. The additional height and greater flexibility allowed by this ceiling structure create tremendous options for multi-level merchandising, creative displays and a myriad of lighting effects.

Designed along the more traditional concepts with a standard eleven foot ceiling, the second floor is none-the-less spectacular.

A sweeping vista of the home furnishings floor from the escalator, shows an expanse of furniture, decorative home accessories, silver, china, bed and bath fashions and decorative pillows. The fine furniture department rims the Escalator Pavilion and is adjoined by floor coverings, lamps and mirrors.

Set against a sloping skylight and crisp white lattice, at the very end of the furniture department, are casual and patio furniture and The Plant Place, housing nature's own greenery.

Continuing around the second floor aisle are the houseware and cookware departments, small electrics and major appliances, televisions, stereos, cameras, Garden Shop and Home Improvement Center. The warm earth tones and natural woods used throughout these departments are in sharp contrast to the brightly colored and patterned decor of the Budget Store. Women's, men's, boy's, infant's, junior and home fashions are found in this colorful world of fashion at a price.

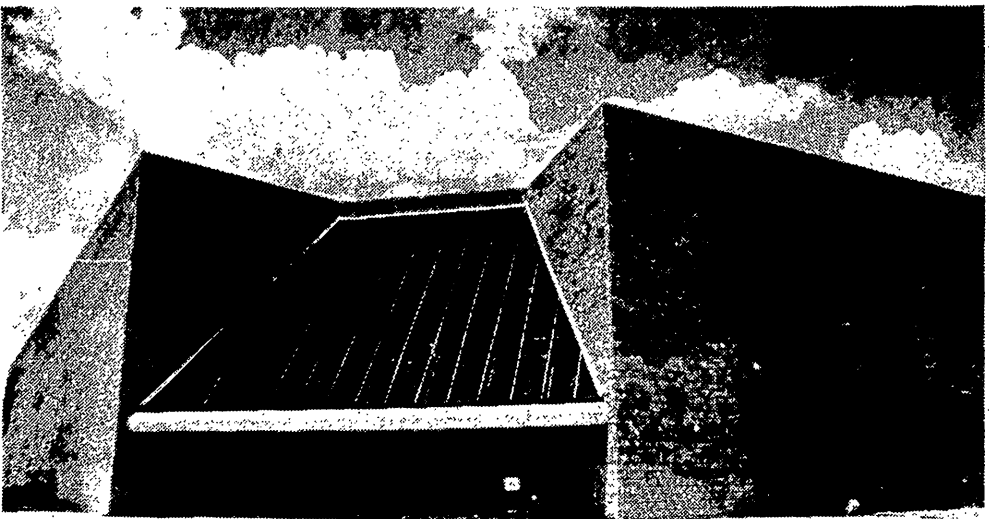
Yet in another skylight setting, away from the selling floor to avoid customer inconvenience, are Foley's service centers. Here customers will find credit and Ticket Center activities. Foley's Beauty Salon, Photo Studio and Watch Repair are also located in this area.

Coordinated separates good value

By now every woman knows the fashion value of coordinated separates. She understands how she can start with a minimum of parts and pieces in a thought-out color scheme and can come up with what seems like an endless number of outfits. Everything's wonderfully easy to accessorize, and the coordinated separates plan is remarkably easy on the budget.

Today the woman who sews can have the same kind of fashion advantage as her sister who buys ready-to-wear, because everything needed for creating coordinated sportswear, from the patterns to the color-coded fabrics and notions, has been gathered together for her in a special shop.

This home-sewing boutique, called the Coordinate Shop, can be found in the fabrics department of selected Sears, Roebuck and Co. stores. The look and feeling of the separates (the coordinates change each month) is what's being called "contemporary." This means the styles are current yet classic, reflecting the going mood in ready-to-wear while avoiding any gimmicks or fads that might date an outfit.



DRAMATIC HIGHLIGHTS — Brown cascading glass highlights the outside entrances to Foley's Greenspoint

opening Thursday. Built on two levels, the 207,000 square foot facility is Foley's sixth branch store.

Bath and boudoir shop adds sparkle

One of the more unusual shops opening tomorrow in Greenspoint Mall along with the approximately 120 other stores will be Joyce Bertram Bath & Boudoir.

The locally based specialty store chain is considered unique in retail operations since it features accessories primarily for the bath and bedroom areas of the home.

Goldberg, company president.

The newest store in the bath shop operation features color tones of green, beige and brown in a contemporary setting. It is completely carpeted and has special vignettes, displaying color coordinated accessories, allowing the shopper to visualize how the various items may appear in her home.

The shop will carry a full line of Fieldcrest fashions for the bath and bedroom, decorative bath hardware,

unusual boudoir benches and stools, custom bedspreads and decorator designed bath rugs and shower curtains. Also, gifts and accessories for the home and family.

Designed by Richard Roeder & Associates, the store will be managed by Mrs. Ruby Davis, formerly a long time manager and supervisor for a national fabric store chain.

Personalized service and a sincere effort to aid the shopper accessorize and decorate her home will be

stressed by the newest Joyce Bertram, as is done by the other stores in the bath shop chain, Mrs. Davis said.

Besides the Houston locations, Joyce Bertram bath shops also are in Dallas, Austin, New Orleans, Atlanta and Tampa making it the largest company owned retail operation of its kind in the country. A seventh local store will open later this year in Sharpstown Center.

OSHMAN'S GREENSPPOINT MALL OPENING SPECIALS THURS, FRI, AND SAT

SHOP GREENSPPOINT TIL 9

 <p>SPALDING GOLF SLACKS 100% polyester double knit. Checks are available in navy, light blue, mint, white, beige, brown, red and yellow. Solids in navy, light blue, mint, white, camel, red, yellow and brown</p> <p>Sale Price 16.99</p>	 <p>MEN'S KNIT SHIRTS Super looking, Rugby look short sleeve shirts in cool and comfortable 100% Durene® cotton. Styled with 3-button placket and knit fashion collar. Colors of navy, moize or white, with contrasting collar. Sizes S-M-L-XL.</p> <p>Reg. 16.00 9.99</p>
 <p>MEN'S 100% POLYESTER KNIT TENNIS SHORTS</p> <p>Built for action with vented leg, adjustable waistband, inside shirt holder tabs. White, light blue, yellow or mint. Sizes 28 to 40.</p> <p>Reg. 12.00 8.99</p>	 <p>SPALDING JOHN ALEXANDER WOOD TENNIS RACKET</p> <p>A quality tennis racket with a medium flex shaft constructed of the finest French white ash to insure consistent power and high response, game after game.</p> <p>Reg. 19.95 10.99</p>
 <p>AM-FM STEREO With 8-Track Stereo Player</p> <p>Blackout slide rule dial, slide controls, program indicator lights and manual program over-ride button. Includes full range speaker system. Cabinet size 19 7/8" x 11 7/8" x 4 1/2". Speaker size 14 3/8" x 8 3/4" x 4 1/2"</p> <p>Sale Price 79.97</p>	 <p>Q-BEAM SPOTLIGHT</p> <p>200,000 candle power illuminates objects over one mile away. It has a thousand uses in outdoor surroundings 15 foot cord plugs into cigarette lighter. Very low battery drain. Comes in yellow or black. Weighs 2 1/2 lbs</p> <p>Sale Price 15.99</p>

U-FRAME-IT



Enter the Store . . .

Where you will find everything you wanted to know about picture framing . . . and lots more! Prints and framed pictures by artists like Windberg, Montaque Dawson, Cowan and many more, plus ready-made frames of many colors, size and styles, including oval and fan frames, and a variety of picture frame molding and supplies to delight the novice or experienced framer!

at

greenspoint mall

on the center court

at greenspoint we offer a large selection at everyday reasonable prices of

- PRINTS
- FRAMED PICTURES
- READY MADE FRAMES
- OVAL FRAMES
- CLEAR PLASTIC FRAMES
- STAND-UP PHOTO FRAMES
- CUSTOM FRAMING
- DO-IT-YOURSELF FRAMING

Grand Opening Special

Reg. \$27.95 each

SPECIAL

Size 16"x20"

\$17.95 each

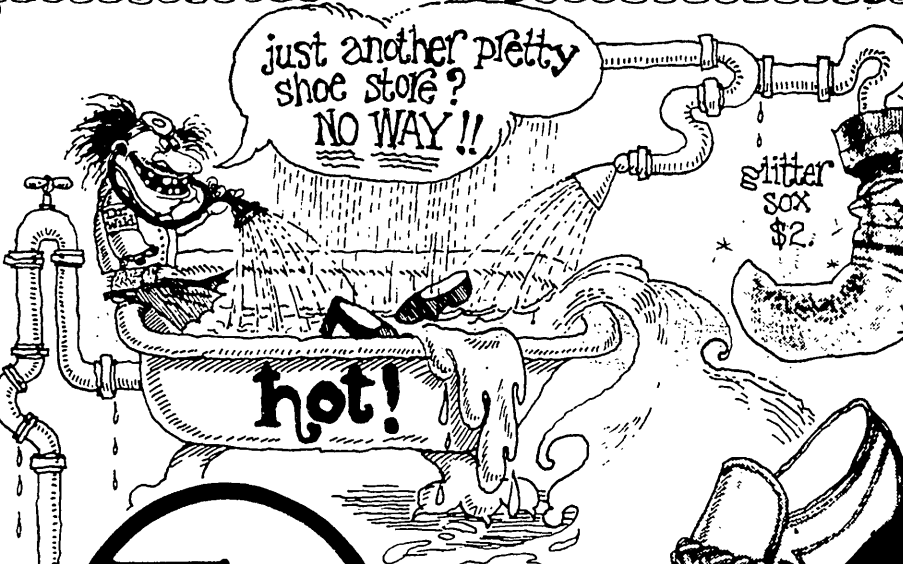
UNFINISHED 16x20 \$14.95 each

LATTICE FRAME
WHITE, GREEN, OR YELLOW

U-FRAME-IT

GUARANTEE: "If While Working In Our Shop, You Should Damage Beyond Repair Any Supplies You Are Purchasing, U-Frame-It Will Replace These Damaged Supplies at No Additional Cost to You."

just another pretty shoe store?
NO WAY!!



slipper socks \$2.

The Wild Pair

HE \$30.
SHE \$17.

BAG \$14.

is a unique HE & SHE HANGOUT for free spirited footwear, bags & belts.

Wander into our natural, un-store environment. It's where your feet are itching to be.

OPENS THURSDAY IN GREENSPPOINT MALL & GULFGATE MALL!

SHE \$20.

SHE \$35.

SHE \$18.

HE \$25.
Belt \$6.50

BANKAMERICARD • MASTER CHARGE • SHOPPERS CHARGE

Leasing agent Coldwell Banker says mall 95 per cent leased

A spokesman for Coldwell Banker recently announced that 95 per cent of the 380,000 square feet of satellite space would be completely leased by Greenspoint Mall's Thursday Grand Opening.

The company, the only national, publicly held real estate service company, was charged in December, 1974, with leasing space during the first phase of the mall's development. As leasing agent for Federated Stores Realty, Inc., the real estate development subsidiary of Federated Department Stores, Inc., Coldwell said it was pleased with the success of leasing operations for Greenspoint.

W. Richard Wilke, captain of Coldwell's four-man leasing team assigned to the Greenspoint project since December, 1974, added, "The project was the smoothest of any I have worked on in the past four years. The shopping center development industry has gone through a recession that was steeper than that of the nation's economy."

As a basis for comparison, Wilke referred to a similar mall development

around Chicago, Illinois. It was only 60 per cent leased when it opened as compared to 88 per cent at Greenspoint three weeks before opening. Furthermore, he noted that Chicago, as a larger city, held more shoppers which should have increased the center's leasing potential.

Possible reasons given by Wilke for the successful leasing of Greenspoint Mall were the growth of Houston, especially in this northern area of the city, and the lack of any real existing competition in the mall's immediate market area. "It is basically an unserved trade area," said Wilke.

Wilke further stated that approximately 25,000 square feet of satellite space is open with room for 12 more merchants. Additional space is also planned with future development of the mall.

"I feel very bullish about sales volume at Greenspoint in the future," Wilke added. "We have a good measure of our optimism having seen the sales projections of the merchants already leased in the mall."

Wilke, working out of the

Coldwell office in Dallas, headed the Greenspoint leasing project, coordinating efforts with three agents in the new Houston Coldwell Banker building at 2500 West Loop South. Three men, Stanley Jewell, Edward Cappel and Wethered Woodworth, Jr., along with Wilke, plan to continue the leasing operations for Greenspoint Mall. Coldwell Banker is currently handling leasing operations for 37 malls in eight states for a total of 31

million square feet. The company was founded 70 years ago and has been active in the leasing of mall space since 1947.

Coldwell, whose stock is traded on the New York Stock Exchange, provides all types of real estate services, including leasing, sales, mortgage banking, property management and appraisals. Headquartered in Los Angeles, California, the company maintains 153 offices in 11 states across the country.



Chronicle Photo by Jim Derrick
PLANTS, TREES, AND MORE PLANTS — Greenery abounds at Greenspoint. The commercial atmosphere which shoppers find at most shopping centers is absent from this very modern concept. Mall manager Gil Whitley pointed out that Greenspoint was very deliberately designed on a human scale. That is, it was not designed to appear awesomely large or to intimidate.

Welcome to Tomorrow's

Morrocis
NUT HOUSE

Comes To

Greenspoint Mall
Houston

CHOICE NUTS
Roasted fresh daily on the premises

HOMEMADE CANDIES
Made to old family recipes
No preservatives added

organ exchange

HOUSTON'S LARGEST ALL-ORGAN DEALER

GRAND OPENING GREENSPPOINT

WE SELL ALL BRANDS—NEW & USED

ALL STORES OPEN WEEKDAYS TO 9 P.M.

Northline 691-3755 Gulfgate 644-1461 Westwood 771-3691

3 DAYS ONLY

Grand Opening

Thom McAn Men's and Boys' Shoe Store

at Greenspoint Mall


10% OFF

All purchases Thursday, Friday and Saturday
August 5, 6 and 7. Only at Greenspoint Mall

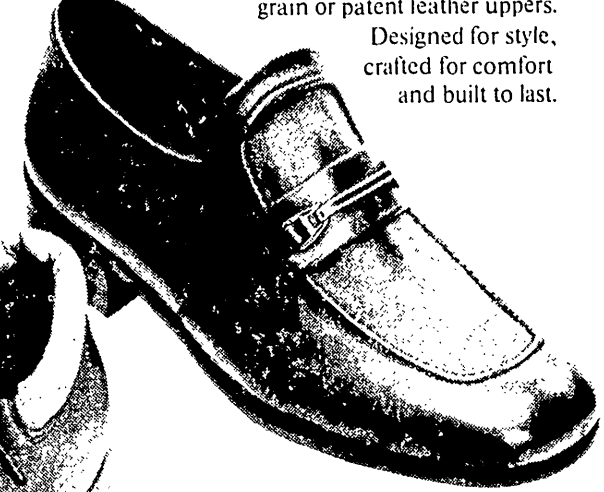
Back to regular prices Sunday, August 8.

Thom McAn celebrates the grand opening of its beautiful, brand new store. During the grand opening period, you can save 10% on all purchases at the new Thom McAn store. We cordially invite you to take a look at our new facilities and all the great footwear and accessories for men and boys. The shoes pictured in this ad are only a small sample of the hundreds of styles. So come on down, pick the style that suits you best, and save 10% during the grand opening celebration.

Jox sport/athletic shoes for men and boys.
Built for rugged action or just leisure wearing. Check out the Jox line-up of great styles and sporting colors.



Dress shoes for men. Styles with full grain or patent leather uppers.
Designed for style, crafted for comfort and built to last.





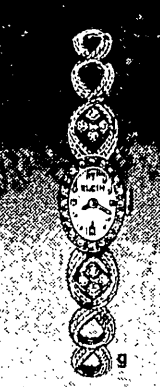



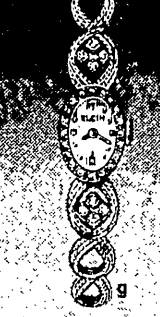
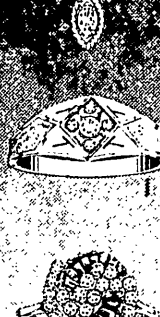
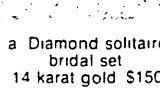
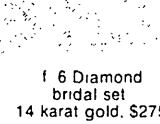
Exersoles for men and boys. The shoe your feet were born to walk in. Exersoles help you walk more naturally, more comfortably. Selection of styles. All with leather uppers.





ZALES JEWELERS COMES TO GREENSPPOINT MALL

WITH A FABULOUS GRAND OPENING

Featuring diamonds, watches and fine jewelry

 a Diamond solitaire ring, 14 karat gold \$150	 c Diamond solitaire ring, 14 karat gold \$400	 f 6 Diamond bridal set, 14 karat gold \$275	 j 5 Diamonds, 14 karat gold \$250
 b 16 Diamond insert ring, \$500 Diamond solitaire, 14 karat gold \$250	 d 3 Diamond, 3 genuine sapphire fashion ring, 14 karat gold \$175	 g Elgin, 28 diamonds, 17 jewels, \$695	 k 20 Diamond, 15 genuine ruby fashion ring, 14 karat gold \$1,500
 e Oval shaped diamond solitaire, 14 karat gold \$575		 h Marquise shape diamond pendant, 14 karat gold \$75	

WIN!   Win your choice of a \$500 man's or lady's diamond ring. Just register in our new store. You need not be present to win. No purchase necessary.

Now Open

ZALES

The Diamond Store

Zales Revolving Charge • BankAmericard • Master Charge • American Express
Diners Club • Carte Blanche • Layaway

Greenspoint Mall **Thom McAn**

Who needs to spend more when you've got Thom McAn?

Betty's MATERNITIES

in
Greenspoint

Grand Opening

3-Days
Only
Thur.-Sat.

Our Most Popular MATERNITY PANTS

REG. 13.98 **NOW 9⁹⁹**

IN BROWN, NAVY, SLATE, RUST, BLACK. SIZES 4-18

SPECIAL GROUP NEW FALL BLOUSES

REG. 12.98 to 15.98 **NOW 9⁹⁹**

WASHABLE PRINTS IN AUTUMN SHADES SIZES 6-16

MATERNITY PANTIES

REG. 1.25 S-M-L WHITE ONLY **NOW 3 FOR 2⁹⁹**

REGISTER FOR DOOR PRIZES
The Most Complete Selection
Of Maternity Wear In Houston
SPECIALS AT GREENSPPOINT ONLY

Rodney's opens fourth men's clothing store

Rodney Boling, founder and owner of Rodney's men's clothing stores, opened his first store 28 years ago in The Village near Rice University.

Today that store is the hub of a still very active center. Another store was opened on Post Oak in the now Galleria area. After 50 years experience in the men's clothing business, Boling proudly announces the opening of his new store in Greenspoint Mall.

Rodney and his wife Maurine live at Elkins Lake in Huntsville.

Rodney's, Inc. is managed by Charles Childs, president and treasurer. Childs states that the main feature of the Greenspoint store will be quality, "well-made clothing with an excellent fit." Childs is excited about now serving the people of north-Hous-

ton and is looking forward to personally meeting and assisting customers with their selections.

Mike Ginsberg is manager of the Greenspoint store and he is assisted by Don James. Their desire is to serve their customers and be of help whether in choosing an entire wardrobe or making a smaller purchase. Mark Cohen is manager of the shoe department.

Rodney's at Greenspoint will provide north Houston residents with a large selection of the finest names in men's clothing but is small enough to give each customer personal service. A tailor shop is provided in the store for convenient quick and simple alterations.

As always, fancy gift wrap is free.



THIS RODNEY'S TEAM STANDS READY IN ITS NEWEST FACILITY
From Left, Don James, Manager Mike Ginsberg, Mark Cohen

Hotpoint ATC makes microwave cooking easier

Carefree cooking with microwaves is no longer a futuristic wish for the modern homemaker, but is possible today with a large-capacity microwave oven that senses when food is cooked — then tells you about it.

A new 1.3-cubic-foot Hotpoint Countertop Microwave Oven has a solid-state Automatic Temperature Control (ATC) that senses the food's internal temperature and turns off automatically at the proper time. It thus helps to eliminate overcooking

or undercooking.

Most microwave ovens previously have operated strictly by a timer, leaving it to the homemaker to guess the proper amount of time necessary to cook food. With ATC, Hotpoint has solved this problem.

This deluxe model, distinctively styled with a full window and black vinyl handle, also has a 60-minute digital timer for those recipes that still should be cooked by time instead of temperature.

To use the new ATC-equipped, Hotpoint oven,

the consumer merely selects the proper microwave power level and internal food temperature desired (available from the appliance's cookbook or from the rotating recipe drum on the front of the oven), connects the cooking control to the oven's inside wall, inserts the temperature sensor into the food, and turns on the oven. When the food reaches the proper temperature, the unit turns off and signals that the food is ready.

Three power levels —

high, Medium/Defrost and Low — expand the oven's cooking flexibility. The Low power setting provides slow cooking for stewing, simmering, and warming. This setting, plus Medium power, now make possible the preparation in a microwave oven of omelettes, souffles, custards, delicate cakes like chiffon, less tender cuts of meats such as chuck roasts and corned beef, as well as stews and large vegetables such as cauliflower. And where speed is important, the High setting

readies most recipes in just minutes.

By combining the benefits of the Automatic Temperature Control with multipower, Model RE93-0T also can offer carefree meat roasting, a technique Hotpoint home economists developed especially for this new oven. This means that no attention is required from the time the oven is turned on until it turns itself off when the meat is cooked — no rotating, no turning over, and no re-setting of the timer.

We're opening with The Big Difference at The Great American Shoe Store



- ★ We'll show you thousands of different shoes. All reasonably priced.
- ★ We'll invite you to tour our brand new store, with its handsome displays, wide open browsing areas.
- ★ We'll give you a free gift.
- ★ And we'll introduce you to Kinney's Big Difference.

The Big Difference

Our Kinney people. We do more than sell shoes. We make you feel welcome, make sure you get what you want—whether it's immediate service, a particular shoe style, or time to look around on your own. We're part of a coast-to-coast team dedicated to being the best in

the business. And it shows. When you visit our new Kinney Shoe Store during the Grand Opening, we'll give you a brightly designed T-shirt, with every pair of shoes you buy. And there'll be free balloons for the kids.

Bring your family, bring your friends. Let's get together at

Kinney

The Great American Shoe Store

116 Greenspoint Mall

BE A MERLE NORMAN

GRAND OPENING

WINNER

First Prize: **\$100** Shopping Spree

Second Prize: **\$50** Shopping Spree

Third Prize: **\$25** Shopping Spree

Come in and help us celebrate our Grand Opening. Register — and you may win your own personalized Merle Norman cosmetics shopping spree.

Winners need not be present.

Grand Opening Dates: August 5, 6 & 7, 1976

Drawing Date: Sat., Aug. 7, 1976

at your new MERLE NORMAN COSMETIC STUDIO

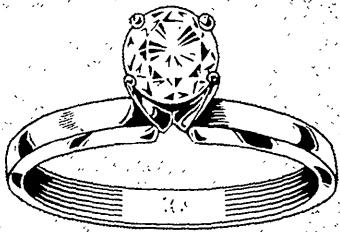
327 GREENSPPOINT MALL

Gordon's JEWELERS

GRAND OPENING IN... Greenspoint Mall

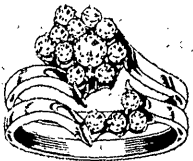
I-45 and North Belt

OUR 17th HOUSTON AREA STORE! MORE THAN 370 STORES NATIONWIDE!



DIAMOND SOLITAIRE

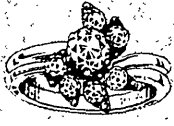
1/5 Carat, Reg. \$159	\$119.	1/2 Carat, Reg. \$499	\$399.
1/4 Carat, Reg. \$199	\$149.	3/4 Carat, Reg. \$799	\$599.
1/3 Carat, Reg. \$249	\$199.	1 Carat, Reg. \$1299	\$999.
1 1/2 Carats, Reg. \$1899		\$1499.	
2 Carats, Reg. \$3799		\$2999.	



1 Carat Total Weight
15 diamonds
Reg. \$899.

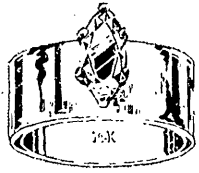
\$699.

DIAMOND BRIDAL SETS



1/2 Carat Total Weight
7 Diamonds
Reg. \$499.

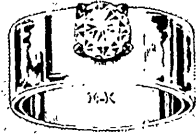
\$399.



WIDE BAND SOLITAIRE

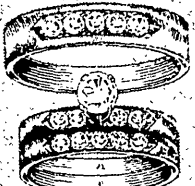
1/2 CARAT
Marquise

YOUR CHOICE
\$675



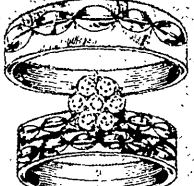
1/2 CARAT
Round

DIAMOND TRIO SETS



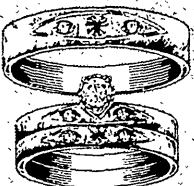
1 Carat Total Weight
15 Diamonds
Reg. \$899.

\$699.



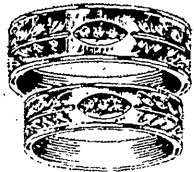
1/2 Carat Total Weight
7 Diamonds
Reg. \$399.

\$299.



7 Diamonds
Reg. \$299.

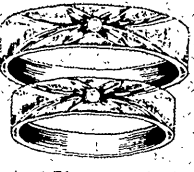
\$249.



MATCHED DIAMOND DUOS

3 Diamonds each
Reg. \$149.50

\$124.50



1 Diamond each
Reg. \$79.50

\$64.50

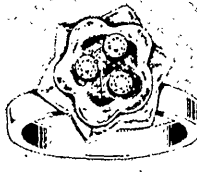


FANCY RINGS FOR HER

2 CARAT T.W.
Reg. \$1499.

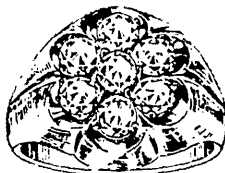
\$1199.

All ring settings in 14K gold unless otherwise noted.



3 DIAMONDS
Reg. \$100.

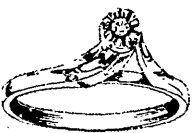
\$77.



MAN'S DIAMOND CLUSTER

1/2 Ct. TW*	Reg. \$499.	\$399.
1 Ct. TW*	Reg. \$899.	\$699.
2 Cts. TW*	Reg. \$1499.	\$1199.
3 Cts. TW*	Reg. \$2199.	\$1899.

Ring illustrations enlarged.



1 Diamond
Reg. \$27.95

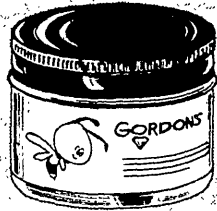
\$19.76



1 Diamond
\$35.

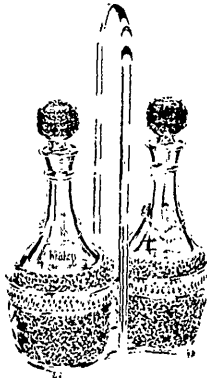


3 Diamonds
\$59.50



LOVE BUG JEWELRY CLEANER FREE

Limit 1 per customer. Adult customers only, please.

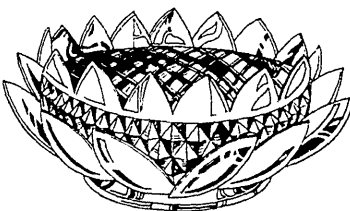


GRAND OPENING SPECIALS Silverplated & Crystal DOUBLE DECANTER

- 1 1/2" Crystal Decanters
- Silverplated Caddy

Reg. \$13.95 **\$8.95**

LIMITED QUANTITIES



CRYSTAL and SILVERPLATE Lotus Bowl

Reg. \$13. **\$8.95**

- Crystal bowl in silverplated holder.
- Bowl and holder may be used separately as a chip & dip set.

LIMITED QUANTITIES



SILVERPLATED BUTTER DISH

Reg. \$5. **\$3.00**

- Removable glass liner
- Silverplated spreading knife

LIMITED QUANTITIES



OLD ENGLISH PEWTER FIGURINES by RICKER BARTLET

1/2 OFF

"PROFESSIONALS"
Reg. \$12.50 **\$6.25**

GIRL WITH RABBIT

Reg. \$10. **\$5.**

FROM OUR COLLECTION

LIMITED QUANTITIES

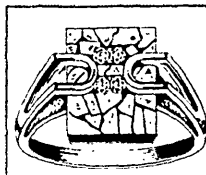


USE OUR CONVENIENT CHARGE PLANS & BUDGET ACCOUNTS

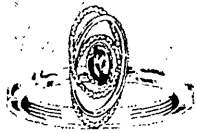
We Accept:

- Bank Americard
- Master Charge
- Diners Club
- American Express
- Shoppers Charge
- Carte Blanche

OPAL RINGS



SPECIAL!
Opal Mosaic w/4 diamonds
Reg. \$185. **\$150**



Opal Triplet
\$69.95



Opal Mosaic
\$125



2 Opals 4 diamonds
\$139

L.E.D. DIGITAL WATCHES



MAN'S WATCH

- Functions:
- Hours
- Minutes
- Seconds
- Month
- Date
- Day of Week

\$39.95

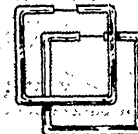
LADY'S WATCH

- Hours
- Minutes
- Seconds
- Month
- Date

REG. \$79.95 **\$59.95**

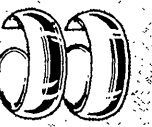
Available in white or yellow color.

14K GOLD EARRINGS



YOUR CHOICE

\$45

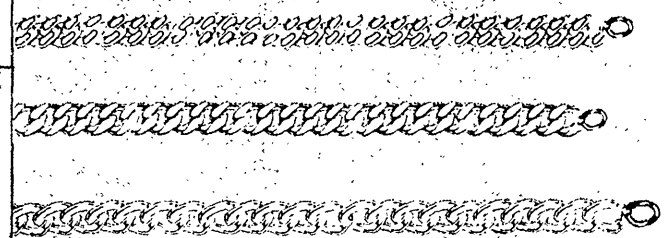


Newest styles.... 14K GOLD NECKCHAINS FOR HER



YOUR CHOICE **\$39**

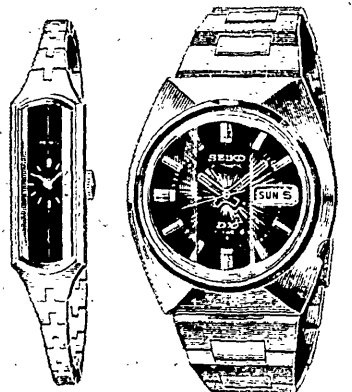
HANDSOME GOLD-FILLED BRACELETS FOR HIM



YOUR CHOICE **\$16.75**

SEIKO

We have Seiko's too! Sturdy and handsome watches for him, with attractive tailored watches for her. Choose from our selection of truly fine watches and enjoy a timepiece that has the look of fine jewelry. Seiko prices start at \$69.95.



NOW 17 STORES IN HOUSTON AREA:

GREENSPPOINT MALL, I-45 & NORTH BELT • 706 Main • 416 Main • Gulfgate Shopping City • Northline Shopping City • 5840 Lyons Avenue • Heights — 2001 Yale • 8902 Jensen Drive • Northshore Shopping City • 1400 Federal Road • Northwest Mall • Almeda Mall • Westwood Fashion Place • Memorial City • 115 Southmore—Pasadena • 803 West Texas—Baytown • The Galleria—5015 Westheimer • Shop Gordon's Coast to Coast.

ALL SALE ITEMS AVAILABLE AT ALL HOUSTON AREA STORES

Fun and fashion combine in fall hosiery

From nursery school through college, students can dress their feet and legs this fall in a variety of hosiery styles that combine fashion and fun with functional practicality, according to the National Association of Hosiery Manufacturers.

The ankle is more than holding its own in fashion picture as a place to express individuality. Just ask any student from elementary school on up. Socks rate high among accessories.

Stripes continue to make big news in hosiery for the younger set, and leading the way is the rugby stripe. The alternating bands of two rich colors, topped with white to correspond to the collar of the classic rugby shirt, are seen on socks of every size. Fiber combination and weight. Similarly, scarf stripes — wide swaths of

bright colors and, in some cases, intricate patterns — coordinate with muffers, and sometimes gloves as well, for a put-together look on the coldest winter days.

Striped top sports socks, of course, remain a favorite among all age groups. Often with a terry cushion-foot construction for comfort while running and jumping, these socks come with colors to match those of favorite teams: cartoon decals; player numbers; and sport hero identifications. One of the newest additions is a side pocket. Whether knitted in or sewn on, the pocket provides hidden storage for spare change or small items. The new pockets also appear in soft, solid color knee-highs.

Sweater looks have been translated for both boys' and girls' feet. Bulky acrylic yarns in as many as five colors copy the big,

bold patterns of heavy ski sweaters. Other socks reproduce the shaggy, heather look of everybody's favorite old country cardigan.

And cuffs, at either the knee or the ankle, have returned. Even the triple-roll bobby sock is back. But for children who balk at wearing something different from the crowd, the cuffs can be worn unrolled as well.

Printed socks, utilizing the transfer techniques that expanded the hosiery maker's design vocabulary beyond the limits of the knitting machine, still abound this fall and have made their way down to the smallest sizes. Now toddlers have a bright alternative, if they prefer, to the ever-popular embroidered cuff socks. The new sock prints are chosen and scaled to fit the wearer's size and age, from

fanciful animals and lollipops for the youngest to feminine flowers and nostalgia for pre-teen girls and complicated scenic or surrealistic panoramas or slogans for teens.

But hosiery isn't only fashion. It also has a job to do: keeping feet comfortable throughout long days of school and play.

Especially for growing feet, proper fit is most important to prevent later foot problems. Here are the tube sock, which got its start in sports socks for adults, offers an extremely practical answer. Now available in a number of styles from colorful prints for toddlers to rugby stripes for teenagers, these socks are made without heel pockets. Thus, each foot makes its own perfect fit without cramping toes or leaving uncomfortable extra material to deal with. One such sock has

the ability to stretch to fit sizes from toddler to pre-teen. A knee-high on smaller children, it still fits as an ankle on older brothers and sisters.

There are other advantages as well to the tube sock. Without heels to position, they are easier for beginning dressers to put on properly, and since the heels are unlikely to end up in exactly the same place every wearing, they also last longer.

Age anxiety

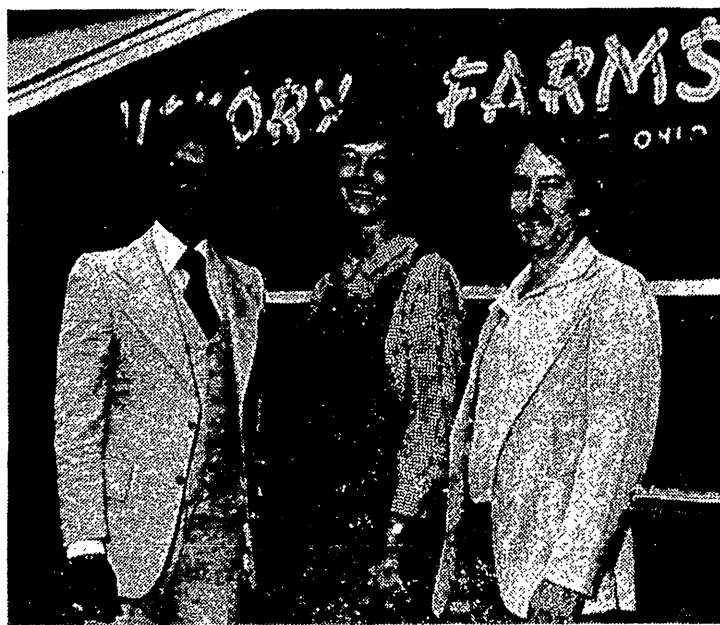
Americans place little prestige on growing older — but a positive attitude about aging relieves concern and anxiety about old age, says Dorothy Taylor, family life education specialist with the Texas Agricultural Extension Service, the Texas A&M University System.

Hickory Farms numbers eight in Houston area

Hickory Farms of Ohio will open its eighth Houston area store at Greenspoint. This newest Hickory Farms store will offer 126 varieties of imported and domestic cheeses, beef stick summer sausage, specialty foods from all over the world, and gift packs with mailing service to friends and family

everywhere.

The Toledo based Hickory Farms of Ohio now operates over 450 stores internationally and are America's leading cheese stores. E. David Mulligan, Jr., president of EDM Corp., Houston area franchise, reports three more Houston area stores are scheduled to open in 1977.



HICKORY FARMS — Pictured from the left are E. David Mulligan, Jr., Greenspoint store manager Betsy Darling, and area supervisor Joe Goins. Mulligan reports that three more Houston area Hickory Farms stores will open in 1977.



POPULAR HUARACHE — This popular shoe enters fall as a sophisticated strap done in strips of tan women leather. Shadow box wood bottom is stained dark under arch for a high heel look. One of the many huaraches at Chandlers.

TRAVEL SPECIALS!

OPEN AUG. 5th in GREENSPPOINT!

The following quality programs, (except Charters) include ROUND TRIP AIRFARE from Houston, nice lodging, round trip transfers between airport and hotel, and sightseeing. Prices are per person based on double occupancy. All trips may be shortened or extended with departures almost daily. (except charters). TCT has other great packages to every part of the world.

1. Christmas — Winter cruise from New Orleans — Galveston — Call Now	\$197.50
2. Acapulco — 5 nights	\$177.00
3. Ski! Ski! TCT's bargains are new	
4. Cancun — 3 nights	\$177.00
5. Labor Day — Thanksgiving Specials all new	
6. Caribbean Cruise 7 day from Miami with airfare	\$450.00
7. Hong Kong Charter	\$799.00
8. Carnival 3 nights	\$166.00
9. Hawaii Week	\$378.00
10. Jamaica Week	\$399.00
11. Puerto Vallarta 3 nights	\$152.00
12. Merida 3 nights	\$141.00
13. Mexico City 5 nights	\$175.00
14. Spain Charter	\$499.00

OPEN SUNDAY (10-2—WESTHEIMER ONLY)—CALL 24 Hrs

trans - continental travel

Greenspoint Mall 4089 Westheimer 7M 1960 or L45
441-3103 436-8300 444-7100
(Open Fri., Thurs., 7 Days a Week Weekdays
Fri. & Sat.)

We cordially invite you to a showing of The Alps' finest wood sculptures

Come see the whimsical charm of talented Spanish artist Juan Ferrandiz captured in the enduring warmth of wood by Anri Wood Carvings of Italy. High in the Italian Alps master craftsmen skillfully carve by hand these original creations which are then hand painted in subtle colors to become treasures of lasting beauty.

The display will include an informal talk and a color film. Please join us.

August 5, 6, 7
Greenspoint Mall Only

Exclusive distributor
Schmid Brothers, Inc.

ANRI schmid

KAUS EDELWEISS

New Location in Greenspoint Mall 1-45 at West Belt 447-8967
4444 FM 1960 West #15 Popolo Village 444-7260
Memorial City 467-4668

Check tips before hanging wallcoverings

If you are a do-it-yourselfer who is considering giving your walls the high-fashion look of exciting wallcoverings, here are some pointers, says Greg Thompson, president of Wallpapers Inc. of Houston, 5630 Richmond Ave.

For your first try, it is best to use a small, random pattern that won't show matching mistakes. A stripe would be a really good choice.

A non-trimmed wallcovering is strictly for the pro. The beginner should also stay away from foil wallcoverings, too, since it will show every imperfection on the wall surface.

The pattern power and color clout of wallcoverings are effective on ceilings. But this job is too big to be done alone. Enlist the help of a friend.

Your first room should be one with large expanses of wall without many cabinets, doors, or shelves which require cut-outs. Bedrooms are usually best to try your hand on first.

Special cleaner for care of pool helps appearance

A special cleaner for tile and chrome around your pool will help its over-all appearance, says Hank Furrh, president of Tropical Pool & Service Co., a 27 year old Houston company.

Some relatively insoluble sun tan lotions and body oils from swimmers may build up on the tile at the water level. A special tile and chrome cleaner should remove it with ease.

Using rubber gloves, apply the concentrate to a pre-wet brush, sponge or wash cloth and apply the cleaner, advises Furrh.

Price increase

Prices for denim jeans are expected to be up at least 15 per cent this year due to lack of available indigo dye, reports Beverly Rhoades, clothing specialist with the Texas Agricultural Extension Service, the Texas A&M University System.

Become a Chronicle carrier

Deliver the Chronicle in your neighborhood and earn extra cash. For more information about becoming a carrier call 220-7211.

Grand Opening Specials at the new **BAKERS** QUALICRAFT SHOE STORES GREENSPPOINT MALL

Thursday thru Saturday!

Fast looks, big choices, un-high prices you can count on! With a luxury quality at moderate prices that makes QualiCraft your most fun to choose. Shoe-shop our super styles. Handbags and hosiery too!

11.99 leather huarache
On your weave length! Tan leather rides soft and easy on a low-flying wood wedge, cushy sole. Strike now while the price is hot! **9.60**

14.99 leather woodies
Two terrifics to save on! Soft tan leather tops. The moc tie on a new wood heel. The moc slip on wood wedge. Zingers! Each. **11.90**

the puffees 20% off
REG. 13.99 LACER **10.90** REG. 14.99 MONK **11.90**
Red lacer tie or monk strap in tan manmade, soft padding, cushy soles

all tennis & athletics
REG. 4.99 TO 15.99 **20% off**
now 3.90 to 12.40
Pro-like canvas, nylon/suede, vinyl.

Reg. 1.19 to 1.79 knee-high socks, 5 prs. 5.50. All tan vinyl handbags reg. up to 9.99, 20% off
Use your Master Charge or Shoppers Charge

Grand opening special.

A BLIND DATE WITH A TEDDY BEAR*

**(or BETTY BEAR, whatever the case may be)*

ONLY .99
REGULAR \$1.95

for a 5x7 or four wallet sizes in natural color

No appointment necessary • Choose from several poses • No hidden charges
Age limit—12 years old • Two or three children in one portrait \$2.98
Copies and enlargements available at very low prices
Offer expires Saturday 8/14/76

KINDERFOTO INTERNATIONAL, INC.

QUALITY CHILDREN'S PHOTOGRAPHY IS OUR SPECIALTY
OFFER GOOD AT BOTH LOCATIONS

GREENSPPOINT MALL 447-7322
MEMORIAL CITY SHOPPING CNTR 461-5358

B. Dalton Bookseller opens 288th store

B. Dalton Bookseller announces the opening of its 288th store at Greenspoint Mall. B. Dalton Bookseller is a nationwide chain of bookstores, founded in 1966.

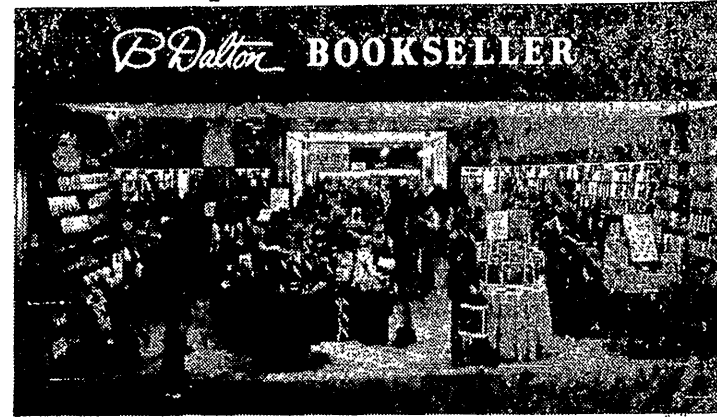
The new B. Dalton store will carry a stock of some 25,000 titles in hardcover and paperback. Stock represents current best-sellers, literature, technical and scholarly titles, how-to-do books, Bibles, children's books, and books for gifts at all prices.

A special feature of the B. Dalton stores is the large and continually changing assortment of

publishers' overstock and specially priced books bought from around the world in all categories and offered on the special value tables year round.

B. Dalton provides a free gift wrap service, and for a nominal charge will send any purchase anywhere in the United States.

B. Dalton believes that there is a large number of people with tremendously diverse reading interests that commonly cannot be satisfied from available resources. It is the aim of B. Dalton Bookseller to fill that need, through their regular stock or through one of their special services.



B. DALTON BOOKSELLER WILL CARRY 25,000 DIFFERENT TITLES
Stock Includes a Great Variety in Hardcover and Paperback



BEAUTY EXPERTS — Margie Isbell and Julie Isbell, new owner and manager of the Merle Norman Studio at 327 Greenspoint Mall, receive the company's certificate of achievement from District Sales Manager, Dick McClellan, for their successful completion of the train-

ing program at the company's headquarters in Los Angeles. Isbell says, "Developing every woman's maximum potential for beauty is part of the Merle Norman philosophy."

Battery research, testing expensive

One million dollars might seem a bit expensive for a run-of-the-road auto battery. But that's the approximate cost to Sears, Roebuck and Co. for nine years of research, designing, tooling, testing and experimenting in development of the high-voltage "Die Hard."

This "million-dollar battery," so-called because it was the first production model, is designed to produce 35 per cent more usable starting power than any other battery of its size.

Extra starting power is made possible by the battery's thin-wall construction, providing more room for plates and acid, and by through-the-partition cell connections, which furnish additional operating strength.

The "DieHard," which carries a five-year guarantee, got its name from millions of miles of unending operation on test vehicles at various speeds and altitudes. Testing included more than 26,000 starts without failure at temperatures ranging from sub-zero to 100-plus degrees, according to Sears engineers.

"When we began developing the DieHard," recalls Thomas L. Barnes, Sears national merchandise manager for automotive accessories, "our goal was to produce the most powerful automobile battery for the consumer. This sounded simple enough, but it proved to be nine years of hard work.

"Our basic problem was packaging," he explains

"We had to find a way to increase power, using more lead plates and more acid, without making the battery larger than the space provided by the auto manufacturer. This meant developing thinner case walls, so we began to experiment with new plastics."

After several years of research, Sears scientists approved a tough plastic made of polypropylene and polyethylene. Another three years and 10,000 engineering hours went to perfect the container, and to produce a translucent "see-through" feature which allows the owner to check the water level at a glance.

The thin-wall container makes room for 78 higher and wider battery plates, giving an extra 680 square inches of plate surface in contact with battery acid. The result is an 84-ampere-hour capacity, compared with 70 ampere hours in a comparable-size, conventional battery.

In addition to space-saving and visibility advantages, the polypropylene case has been proven in engineering tests to be 60 per cent stronger than the black rubber-type case at zero degrees and 40 times stronger at 200 degrees — a temperature sometimes encountered under the hood during summertime driving.

Another major problem, development of tools to manufacture the plastic container, required nearly two years to solve with an advanced molding process.

Fit Yourself in Levi's® Right Here!



For guys, gals and kids.

Grand Opening! Greenspoint Mall

You'll find over 100 different Levi's styles at County Seat! From jumpers to jumpsuits to jeans and jackets, from skirts to shirts and belts to blazers . . . and tops, vests, pants and shoes! For guys, gals and kids. All by Levi's and all with that famous Levi's® fit and quality.

Sizes: At County Seat, you have over 175 different size combinations to choose from! So you're sure to find a perfect fit. Get waists from 25-38, some styles to 44. Lengths to 36, some styles to 38.

For the Levi's® line that's most complete . . .



Westwood Fashion Place • Sharpstown
Memorial City • Greenspoint Mall

Greenspoint Mall Only:

DENIM PANTS!

\$6.97

Available in a large selection of sizes

Available in All Stores:

MEN'S SHIRTS!

\$6.97 & \$8.97

Assorted colors and sizes to choose from

Seiko.

Timely touches of class from Levi's.

\$85.00.
17J, stainless steel, two-tone blue dial, adjustable bracelet.

\$105.00.
17J, yellow top/stainless steel back, textured gilt dial, textured case and adjustable bracelet.

\$110.00.
17J, yellow top/stainless steel back, pearl white dial, textured case and matching bracelet.

\$135.00.
17J, yellow top/stainless steel back, gilt dial, adjustable bracelet.

\$215.00.
Stainless steel, textured blue dial, faceted HARDLEX mar-resist crystal, adjustable bracelet.

\$275.00.
Men's ultra-thin dress watch, yellow top/stainless steel back, gilt dial, HARDLEX mar-resist crystal, adjustable bracelet.

Choose from Levi's wide selection of elegant styles.

\$85.00.
Stainless steel, sunray blue dial, HARDLEX mar-resist crystal, adjustable bracelet.

\$105.00.
17J, stainless steel, sapphire blue dial, matching clip bracelet.

Major credit cards accepted or use Levi's extended terms.

SEIKO

Someday all watches will be made this way.

Bring your love to Levi's
Creative Jewelers since 1917.
1010 Main 624 Main 2031 S. Post Oak Westwood Fashion Place
And now at Greenspoint Mall



GRAND OPENING



I'm Captain Freeway and I'm flying into Houston to introduce you to the greatest family entertainment center ever! **FUNWAY FREEWAY** in the Greenspoint Mall.

The **FUNWAY FREEWAY** experience begins the minute you walk through the door. You will be confronted with graphics, signs, and colors that will give you the feeling of a fast pace freeway. The games' flashing lights and the sounds of play all add to the excitement of the **FUNWAY FREEWAY** experience!

Have you ever wondered what it would be like to be careening down a giant slalom course? Find out when you play **SKI** at **FUNWAY FREEWAY!** The downhill course appears on the screen and all you have to do is move your feet to guide your "skis" through the course! But it's not that easy — the better you do, the faster you do!

For individual or team competition, **FUNWAY FREEWAY** offers the soccer game that's sweeping the country — **FOOSBALL!** Speed, aim and dexterity are all put to the test in this action packed game of skill!

The hand must be as quick as the eye to win at **AIR HOCKEY!** The lightning fast puck glides over the competition size table on a thin cushion of air! Individual competition at its finest from **FUNWAY FREEWAY!**

But the real fun comes with playing the huge variety of games available at **FUNWAY FREEWAY!** **FUNWAY FREEWAY** always has the newest and hottest games available like **INDY 800**, the 8 player TV race game. Individual controls and realistic sound effects put you behind the wheel of a powerful racer! Test your driving skills against any number of challengers!

The **SEA WOLF** is the submarine and you are the captain! Try to sink enemy ships as they try to slip by you at various speeds! An incomparable battle-at-sea at **FUNWAY FREEWAY!**

If you've always wanted a motorcycle, but didn't know how well you could ride, find out on the fabulous **STUNT CYCLE** from **FUNWAY FREEWAY!** The biking test that would pressure Evel Kneivel! And, this is only the beginning! **FUNWAY FREEWAY** has a myriad of all your favorite pinballs like Elton John's **CAPTAIN FANTASTIC** and Tommy's **PINBALL WIZARD!**

So, visit **FUNWAY FREEWAY** and play your first game on me!

1 Free Game

GREENSPPOINT MALL

Monday-Saturday 10am-9pm

SUNDAY NOON-6PM

INDY 800

TV GAMES

AIR HOCKEY

FOOSBALL

PINBALLS

1 COUPON PER PERSON



FUNWAY FREEWAY

GREENSPPOINT MALL





ASTROWORLD'S SHERIFF OF LAW AND ORDER — Winston Wolf relaxes in eager anticipation of his upcoming "Marvel & Friends" appearances at Greenspoint. Winston will make his debut at the mall during the opening on Aug. 5-7. He will be there from 10 a.m. until 9 p.m. each day for hand-shaking.

Gulf islands okayed as park

BY GARY EVERHARDT
Director, National Park Service.

Gulf Islands National Seashore, with a history that goes back to the 16th century Spanish explorations, sprawls over thousands of acres of coastal mainland, water and islands. Authorized as part of the National Park System in 1971, the Florida-Mississippi gulf coast park is a developing park that one day will comprise 125,000 acres.

Still it features activities and facilities that appeal to history buffs, fishermen, swimmers, scuba divers, naturalists, campers, hikers and beachcombers.

Pensacola is the "jumping-off" point for a visit to the Florida section.

Ft. Pickens, Santa Rosa Beach, Johnson Beach, the Naval Air Station and Naval Live Oaks areas are all available from downtown Pensacola on U.S. 98.

Florida headquarters of the seashore is near historical Ft. Pickens, where information about hiking, fishing, swimming and camping can be obtained.

Ft. Pickens, itself is an attraction. A massive, five-sided fortification, it was built between 1829-34 soon after Florida was ceded to the United States by Spain in 1821. It protected an important naval shipyard on Pensacola Bay, but the only time it was ever under fire was when the Confederates unsuccessfully tried to take it in the opening days of the Civil War. Together with Ft. Massachusetts in Mississippi, it proved effective in the blockade of southern shipping.

As a military prison after the war, its most famous inmate was Geronimo, the Indian leader of the Chiricahua Apaches.

Park rangers give daily tours of the fort. A small museum of historic artifacts and nature exhibits is housed nearby.

The Ft. Pickens area also has facilities for fishing, hiking, picnicking and tent and trailer camping.

The barrier island beaches on the gulf side or the sound protected by the sea oat root system are fine places for both fishermen and swimmers. Rangers can recommend other areas nearby for spearfishing and scuba diving. A few trails to fishing spots are open to four-wheel-drive vehicles.

While there, you do not want to bypass the large stand of live oaks, once planted to provide timber for shipbuilding. The live oak, typical tree of the Deep South, was placed under protective management in 1828 at Naval Live Oaks. This early experiment in the management of valuable forest lands was a pet project of President John Quincy Adams, an amateur botanist.

The Mississippi side of the seashore is a reflection of the Florida side, except it is less developed for visitor use.

So-Fro Fabrics to offer bright, wide selection of quality materials, notions

So-Fro Fabrics is opening this week in Greenspoint Mall with manager Maurice Quist presiding over the ribbon-cutting ceremonies.

This bright, new store will be a welcome newcomer to the home sewers of the area because of its complete selection of first quality fabrics, notions and patterns.

No longer does the home sewer have to wait for the latest looks in fashion. So-Fro Fabrics offers all the current ready-to-wear fabrics in timely textures and tones. Their reputation for stocking the newest prints and novelties has made them popular with sewers of all ages all over the United States.

Whether you're sewing a complete wardrobe or a garment for that spur of the moment outing, the selection you'll find here will meet your own personal demands. Current fashion shades abound in all the fabric groups and you'll find classic favorites, too.

The smart homemaker today knows that every member of the family can enjoy more clothes, more economically, if she sews. Whether she's a near professional or a beginning seamstress, she'll enjoy browsing here, finding friendly, helpful salesgirls to answer her questions.

Not only is the store furnished with the latest in fixture designs it is comfortably carpeted for the shopper who loves to walk around and look at everything



SO-FRO FABRICS STOCKS QUALITY FABRICS, NOTIONS, PATTERNS Home Sewers Can Select From Latest Looks in Fashion



Joan Walsh Anglund Photo Albums

Regular \$7.00
Now 1/2 Price \$3.50

Special Prices Valid Thru Aug. 31

"Another Determined Production"



SHERRY'S HALLMARK SHOP

Gifts & Cards

Greenspoint Mall (Use Entrance #10)

445-9505

FREE!
EVEL KNEIVEL
16" MOTOCROSS BIKE



GRAND OPENING

SALE

PLAYHOUSE TOYS GREENSPPOINT MALL

\$1

HOLDS ANY PURCHASE IN LAY-AWAY WITH NO SERVICE CHARGE!

REGISTER AT ANY PLAYHOUSE TOY STORE. NEED NOT BE PRESENT TO WIN.

DOLL-O-RAMA

YOUR CHOICE!



REG. 14.97
9⁹⁷ EACH
LIMIT ONE

MATTTEL BABY THAT-A-WAY
IDEAL RUB-A-DUB DOLLY
KENNER BABY ALIVE

JUMP-O-LEEN



REG. 11.97
8⁸⁸

JUMP! BOUNCE!
INDOORS OR OUT!

KICK-TAIL SKATEBOARD



REG. 17.97
8⁹⁷ LIMIT ONE

DOUBLE ACTION TRUCKS
SELF CONTAINED BEARINGS
TWIST! TURN! SURF!

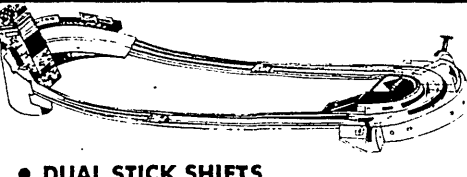
SIX MILLION DOLLAR MAN



TV ACTION STAR
BIONIC EYE & ARM

REG. 10.97
6⁸⁷ LIMIT ONE

MATTTEL THUNDERSHIFT 500



- DUAL STICK SHIFTS
- HOT WHEELS CARS AND TRACKS
- NO BATTERIES NECESSARY

REG. 14.97
9⁹⁷ LIMIT ONE

CREATIVE PLAYTHINGS



PLAY STOVE, SINK & WASHER
STURDY WOOD & HARDBOARD
REG. 29.97
19⁹⁷ SAVE \$10

TABLE AND CHAIRS



COLORFUL TABLE
TWO CHAIRS
STURDY METAL FRAMES

REG. 12.97
8⁸⁸

16" MOTO-CROSS BIKE




COASTER BRAKE
KNOBBY TIRES
TRAINING WHEELS

SAVE \$10


REG. 39.97
29⁹⁷ IN CTN.

RAWLINGS FOOTBALL OUTFIT



SHOULDER PADS
PANTS AND JERSEY
HELMET WITH FACE GUARD
REG. 12.97
6⁴⁷

WALKIE TALKIE



SENDS 1/4 MILE
• NO LICENSE NEEDED
• THREE TRANSISTORS

REG. 12.97
8⁸⁸

SET OF 2

TUNEYVILLE CHOO-CHOO



MUSICAL LOCOMOTIVE
PLAYS MUSIC AS IT ROLLS ALONG

REG. 14.97
9⁹⁷

11 TUNES

3-SPEED RECORD PLAYER



SAPPHIRE NEEDLE
VOLUME CONTROL
TONE CONTROL
PLAYS ALL RECORDS!

REG. 34.97
19⁹⁷ SAVE \$10

We're Offering You A

BRIBE

To Get Acquainted!

We'll offer you some hard-to-beat values to get you to come in and look around. Sign up to be on our mailing list and be eligible to win \$25, \$50 or \$100 gift certificate.

Why Should You Shop at Southern Fabrics?

Shopping at Southern Fabrics is a tradition for the quality and fashion conscious seamstress. She shops with confidence knowing that our prices are competitive and selects from fabrics that are individually chosen for uniqueness or fashion importance. She is assisted by competent salespeople who can suggest fabrics for any pattern or mood, who can coordinate garments, and who can suggest interfacing, linings and buttons. Come in soon and take a bribe.

Here Is A PARTIAL List Of Our Bribes
Available at Both Stores

- ★ \$5.00 OFF On Any Purchase of 50.00 or More in Fabrics
- ★ 1/2 PRICE On Any Pattern with Purchase of \$15 or More in Fabrics
- ★ FISKAR SCISSORS Reg. 8.95 **6.00**
- ★ 45" KRINKLED CLOTH 50% Cotton 50% Polyester..... Reg. 3.00 **2.50**
- ★ 45" PINWALE CORDUROY 100% Cotton..... Reg. 3.00 **2.50**
- ★ 60" CORDUROY DOUBLE KNIT 100% Polyester..... Reg. 4.50 **4.00**
- ★ 60" 100% WOOL DOUBLE KNIT Reg. 12.00 **9.00**
- ★ 60" CAMEL HAIR Suit Weight..... Reg. 28.00 **15.00**
- ★ 60" POLYESTER DOUBLE KNIT FLANNEL..... Reg. 6.00 **5.00**

Now 2 Great Stores To Serve You

Southern FABRICS

GREENSPPOINT MALL
GALLERIA MALL

Lay-A-Way • American Express
Master Charge • BankAmericard • Shopper's Charge

CHILDREN LOVE

Playhouse TOYS

• LANTERN LANE • GULFGATE • ALAMEDA MALL • NORTHWEST MALL
• PASADENA PLAZA • MEYERLAND • SHARPSHOWN • MEMORIAL CITY
• BAYTOWN • NORTHLINE • POST OAK • WESTHEIMER • GREENSPPOINT

BANK AMERICARD • SHOPPERS CHARGE • MASTERCARD



Good care adds to clothes

Even when care label instructions are followed perfectly, consumers may find problems occurring with some laundry, Beverly Rhoades, a clothing specialist, says.

Some of these problems are shrinking, tearing, fading, loss of fabric body, and mysterious spots appearing on the clothes, she added.

Miss Rhoades is with the Texas Agricultural Extension Service, the Texas A&M University System.

"Many troubles often relate to fabric quality and performance, rather than clothing care practices, but proper laundry procedures can lengthen the life of garments and produce cleaner clothes."

To reduce garment shrinkage, look for shrinkage control guarantees on labels when buying clothes and avoid using hot water and high-drying temperature, she advises.

"Shape may be restored to some garments by blocking them while wet."

"But when garments have not been properly preshrunk by the manufacturer, little can be done to prevent shrinkage with the first wash. In fact, some fabrics, especially knits,

have a progressive shrink which causes them to shrink with subsequent washings," she said.

Tearing may be caused by overuse of chlorine bleach; overloading machine, too low water level, garments not mended before washing, and hooks and zippers not properly closed or fastened.

Fading problems can be reduced by checking labels for colorfastness information when buying and by avoiding use of chlorine bleach and hot water on noncolorfast clothes.

"Loss of fabric body is usually a fabric performance problem. Finishes which are applied to garments by manufacturers are sometimes only temporary and are removed by the first washing."

"While lower water temperatures may help, nothing really can be done to eliminate this loss. Nor can the temporary finish be easily distinguished from a permanent finish. When buying garments, choose brands you have found reliable previously," she advised.

Mysterious spots appearing on the clothes may be caused by chemical reactions.

"Spots which look like grease are often caused by a chemical reaction between detergents and fabric softeners. To remove this stain, treat with full strength liquid detergent or a detergent paste and wash again."

"To prevent this problem, be sure garments are thoroughly rinsed before adding fabric softeners in rinse cycles and avoid overuse of fabric softeners which may build up on fabrics and on tub walls and be released later by hot water."

"Fabric softeners need not be used with every washing," she noted.

Mysterious yellow or brown stains may be caused by excessive iron or manganese in the water or by a chemical reaction when chlorine bleach is added to water with high iron content, she explained.

"To remove the stain, treat garment with a rust remover and rewash. To prevent such stains, install an iron filter and use a water conditioner to suspend iron particles," the specialist suggested.

SWEATER AND SKIRT

The start of a totally integrated wardrobe. From The Gathering Designer Group, the parts mix with other coordinated separates in the collection to give the wearer a seemingly endless number of outfits. The Gathering Designer Group is available exclusively at selected Sears, Roebuck and Co. stores.

The cowl-neck sweater in camel, about \$13, can be worn with the corduroy jumpsuit and dress and with the gray flannel pants. The spice corduroy skirt, about \$22, with its own dog-leash belt, looks equally good with the corduroy vest and shirts.



THE REEFER — The right coat for fall and this one, handsomely tailored in gray heather melton cloth, is a standout. From The Gathering Designer Group, exclusively at Sears, Roebuck and Co., the coat tops the dresses, skirts and pants in the collection with equal ease. About \$70. The sweater and accessories shown are from the same group. Coat and kiltie flats also available through Sears catalog.

"GRAND OPENING SPECIAL"
 Wednesday - Thursday
 Friday - Saturday
 Selected Group
CALCUTTA PANTS WITH HEMP BELT
 Reg. \$17 **\$9.99**

GREENSPPOINT MALL
SIZE 57.9 SHOPS

LOOKIN' GOOD

That's what we want people to say about you on your wedding day. Your girl, your folks, your buddies. At Ventura's we make you feel good about how you look.

We do it by matching colors and by making sure your tux fits like a glove. But most of all, we do it because we care.

On the biggest day of your life, we want you "Look'in good."

VENTURA'S
Formal Wear

FIVE STORES
 Greenspoint Mall
 Sharpstown Center
 771-5791
 Bellaire 661-0101
 Westheimer 529-6812
 Northwest Mall
 688-3487
 Almeda Mall
 941-8448

Fashion at fingertips of sewer

While most homemakers cite economic advantage as the reason for making their own clothes, other "persuaders" add fashion "sense" to the dollars saved, says Joyce Carlen, county extension agent.

Today's homemaker can be fashionable as her couture - purchasing counterpart. Pattern styles change as frequently as current fashion trends. In fact, many well-known European and American designers create patterns especially for the major companies.

Also, over-the-counter fashion fabrics and inner fabrics offer homesevers the same quality and type of fabric available to ready-to-wear manufacturers.

Today's woman can sew faster and easier than ever by using clever, quick and easy techniques, along with new notions, tools and sewing aids - such as fusible products - which eliminate many steps toward garment completion.

Turning again to the "economics" of homeseving, Carlen said that making garments at home can save 60-70 per cent or more, when compared to purchasing ready mades. Also fabric quality and workmanship are better and lower priced than similar-quality ready to wear.

Other frequently-mentioned motivations for sewing are better fit, a creative expression, individuality in coordinating style, fabric, and trim or designing ones own garment and productive use of leisure time.

THE CENTRE' COURT

appetizers

Bowl of Soup of the Day
Fresh Gulf Shrimp Cocktail

specialties

Cup of Soup of the Day, Finger Sandwiches
Fresh Fruit Salad with Poppy Seed Dressing

Soup n' Quiche
A cup of Soup of the day with your choice of Ham or Seafood Quiche

Quiche (Cheese Pie)
with Ham
with Crabmeat & Shrimp
Served with Fresh Fruit Salad, Poppy Seed Dressing

Chicken Elegante Crepe'
Chunks of White Meat Chicken in a Richly Flavored Cream Sauce,
Garnished with Parmesan Cheese and Toasted Almonds,
Served with Boston Bib Lettuce Salad

the centre' court slim waist luncheon

Half of Fresh Pineapple Filled with Fresh Fruit,
Sliced Chicken and Water Chestnuts

salads and sandwiches

Fresh Fruit Salad Plate—Banana Bread Sandwiches,
Poppy Seed Dressing

Half of Papaya Filled with Fresh Seafood Salad, Sour Cream Dressing,
Cheese Sticks

Baked Ham thinly sliced & Imported Swiss Cheese on Rye
with Russian Dressing, Garni

Breast of Chicken on Whole Wheat
with Boston Bib Lettuce, Garni

desserts

Cheese Cake—Brandied Cherries
Hot Apple Pie—Cheese or Whipped Cream, Rum Sauce
Assorted French Pastries

beverages

Coffee	Tea	Milk
Ice Tea	Soft Drinks	

Enjoy Elegant dining in the center of Greenspoint Mall at Centre Court.

GRAND OPENING

Slip into these for openers.

Slip into this newly opened Hanover Shoe store and try on these handsome patent leather slip-ons in black, brown, blue or white. Or select any one of the hundreds of other smart styles. Hanover is the house of leather featuring premium leather uppers such as full grain calfskin; fine kidskin; soft glove leathers and genuine shell cordovan. Hanover . . . where you can still buy your favorite styles with leather linings, genuine leather insoles and long wearing leather outsoles and at money-saving prices.

dress, casual and service shoes
\$14.95 to \$36.95
 Shoes illustrated \$26.95

Free grand opening offer!

To celebrate our grand opening, and for a limited time only at this store, we're offering this \$3.50 shoe shine kit absolutely free with the purchase of any Hanover Shoes from \$14.95. Kit contains brown and black polish, buffers, applicators and a genuine horsehair brush. All packaged in a neat carrying case. Here's your chance to clean up two ways on us!

GREENSPPOINT MALL
 Houston, Texas
 (Offer ends Saturday Aug 7 1976)



GRAND

OPENING

we're open and celebrating with fantastic savings to suit every musical taste!
prices good one week only.

Digital Clock Radio
Emerson sale
39.95
REG. VALUE 59.95

- FM/AM RADIO MODEL 15003
- WAKE TO RADIO OR BUZZER ALARM
- PUSH BUTTON SLEEP CONTROL
- EXTRA LARGE LIGHTED NUMERALS

Deluxe Am/Fm Portable Radio
Electric and Battery
Emerson sale
24.88
REG. VALUE 28.95

- DYNAMIC SPEAKER
- EARPHONE JACK
- SLIDE RULE TUNING DIAL
- BUILT IN AC LINE CORD MODEL 10220

Pickwick Music Stereo Headphone "the Lyric"
Special **11.95**

- CUSHIONED HEAD BAND
- 8 OHM
- 3 DYNAMIC SPEAKERS

MODEL 7002

Emerson sale... 8-track tape player
Model 20090 Reg. \$39.95
29.95

- Three Way Power Channel Selector
- Volume Control
- Plays on AC, Battery and Car/Boat Adaptor. (adaptor not included)

GLEN CAMPBELL Bloodline

NATALIE COLE Natalie

SEALS & CROFTS Get Closer
Includes Sweet Green Fields, Red Long Ago/Baby Blue, Passing Thing

FLEETWOOD MAC
Includes Monday Morning, Crystal, Say You Love Me, Landslide

CARLY SIMON Another Passenger

MARVIN GAYE I WANT YOU

DIANA ROSS

NEIL DIAMOND Beautiful Noise
including If You Know What I Mean, Lady Oh, Don't Think I'm Starving, Home Is A Wonderful Place

EAGLES Their Greatest Hits 1971-1975
Includes Take It Easy, Peaceful Easy Feeling, Take It To The Limit, Lynx Eyes, Desperado, Tequila Sunrise, Witchy Woman, Best Of My Love

AEROSMITH ROCKS
including Sick As A Dog, Home Tonight/Back In The Saddle, Rats In The Cellar/Nobody's Fault

DARYL HALL & JOHN OATES

ELTON JOHN HERE AND THERE

JETHRO TULL TOO OLD TO ROCK 'N' ROLL: TOO YOUNG TO DIE!
Includes the Title Single Also Includes Taxi Grab

CHICAGO X
including Another Rainy Day In New York City, If You Leave Me Now/Once Or Twice, You Are On My Mind/Skin Tight

WINGS AT THE SPEED OF SOUND

for all your musical needs shop our entire selection of 8-track & cassette tapes, sheet music, music books, instruments, accessories & electronics... for anything musical shop pickwick music!

Scotch Special Price Sale
ON 3 STRAIN HIGH DENSITY CASSETTES

sale... scotch cassette recording tapes.
Stock up now on 3 ninety minute blank recording tapes.
4.99
Reg. Value of \$10.77

sale... 8-track or cassette headcleaning tapes
99c
Reg. Value \$1.69

sale... three sixty minute blank cassette recording tapes.
1.19
Priced specially for your budget or gift giving. Hurry!
Reg. Value of \$1.99

Model 214

sale... 8-track/cassette carousel
Forty individual compartments, swivel base, attractive flocced interior with a walnut exterior finish.
11.88
Reg. Value \$14.95

coupon clippers
Valuable Pickwick Music Coupon

\$1 off any DIAMOND NEEDLE from our entire stock! Bring in your old diamond needle & receive an additional 50 cent discount.
One Coupon Per Customer
Good August 5 thru August 12

25c OFF any \$1.25 and above SHEET MUSIC from our entire stock!
One Coupon Per Customer
Good August 5 thru August 12

50c OFF any \$2.95 and above MUSIC BOOK from our entire stock!
One Coupon Per Customer
Good August 5 thru August 12

4.44 now on sale 5.99

698 Album Series Reg. \$5.87
ON CAPITOL STEREO ALBUMS & TAPES... Glen Campbell - Bloodline, Natalie Cole - Natalie, Paul McCartney - Wings At The Speed Of Sound. ON COLUMBIA STEREO ALBUMS & TAPES... Chicago Ten, Neil Diamond - Beautiful Noise, Aerosmith - Rocks. ON MCA STEREO ALBUMS & TAPES... Elton John - Here and There. ON ASYLUM STEREO ALBUMS & TAPES... Eagles - Their Greatest Hits 1971 to 1975, Carly Simon - Another Passenger. ON RCA STEREO ALBUMS & TAPES... Hall and Oates. ON REPRIS STEREO ALBUMS & TAPES... Fleetwood Mac. ON WARNER BROTHERS STEREO ALBUMS & TAPES... Get Closer. ON TAMLA STEREO ALBUMS & TAPES... Marvin Gaye - I Want You. ON MOTOWN STEREO ALBUMS & TAPES... Diana Ross - Diana. ON CHRYSALIS STEREO ALBUMS & TAPES... Jethro Tull - Too Old To Rock 'N' Roll. ON A&M STEREO ALBUMS & TAPES... Carpenters - A Kind Of Hush.

shop our complete selection of classical, jazz, instrumental, country/western, kiddie albums and stereo tapes.

home entertainment speakers.
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Bakers to sport latest in fall shoe fashions

Snappy straps' Terrific ties' Super softs' Marvelous mocs' Cushiony, flexy soles' Tune in on all the great new school shoeing at the grand opening of Bakers shoe store in Greenspoint Mall, scheduled for Thursday. This marks the ninth Bakers in the Houston area.

The identity game begins with all the bright school fashion looks. Walk on a wow-y wedge or a new outside heel. Tie up a top spot with an oxford on a crepe sole, a sandwich wedge or a wood heel. Slip into a sporty stepin with a high-riding front. Buckle up in a fresh new monk strap, tee or instep strap. Clue in on the new-look classic mocs that are musts in every well dressed wardrobe for school and casual wear.

Clogs make the scene for early fall in suedes or leathers on wood bottoms. Squishy softies are the straps and ties with tricot lining or puffy padding, on crepe or cushy soles. The walk-great bouncy bottom

that contours to fit the natural lines of the foot gets new toppings of suede or leather. Oblique-toe monk straps and ties provide plenty of toe-wiggling room.

Sportive city sandals on mid to high-stacked heels are handsomely tailored leather straps and slings with stitchery trims. Young shoe-ing for all ages are the little flat wedgies and pancake heels in updated maryjane straps, T-straps, and ballerina pumps.

In a dressy mood the cut-away straps, softly draped slings and bare strippy

sandals on high heels and tapered lasts do the leg thing.

Boots make an early impression, from the western look worn with jeans or pants tucked in or rolled to just above the boot top, to high heel dress boots for skirts or pants.

The new Bakers interior reflects the young up-to-the-minute mood of the merchandise. Wall display areas are horizontal wood in a natural finish. Two walls feature tree graphics. Copper-color twist carpeting is a foil for chairs covered in golden-rod yellow and copper.

CAMPUS OR CASUAL WEAR — Tan smooth wedgie oxford with stitchery trim is soft and lightweight, bounces along a flexy crepe sole. Another of the softies at Bakers.

SQUISHY SOFT — This puffed, padded and stitched monk strap features a broad oblique toe and a bouncy fit-to-your-foot sole. One of the super softies at the Bakers shoe store.



NEW FASHION CLASSIC — The jumpsuit is a new fashion classic and good reason for it. It's marvelously comfortable and takes the wearer through a busy day in stride. The jumpsuit here is from The Gathering Designer Group, available exclusively at Sears, Roebuck and Co. stores.

ANOTHER OPENING...ANOTHER SHOW!

Be here for the Opening Scene of the new Shoe Gallery in Greenspoint Mall. Featuring the talent and shoemanship of world-famous designers and manufacturers . . . in a superb collection to thrill and delight our audience of Infants, Children, Teens and Ladies. Sharing the footlights are the very latest Fall shoe-fashions and a snappy array of Back-to-School styles. So, join us at Greenspoint . . . the high-point of our career.

• FEATURING •

For Children:

StrideRite® Keds®
SPARKLE TOES
LAZY-BONES simplex
acme di Brazzi

For Teens and Ladies:

BandoInos VANELI®
Famolare

And . . . Many More!

THE SHOE GALLERY

GALLERIA MALL WESTWOOD MALL *NOW IN GREENSPPOINT MALL

Houston Trunk Factory

"Greenspoint Mall"

REGISTER FOR MORE THAN \$3000.00 IN PRIZES

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SAVE 30% ON HARTMANN LUGGAGE

Fashion inside and out — and it's hard to beat the price! Tough vectra fashion fabric trimmed with top quality sueded full-grained leather. Campfire Rust or Hemlock Green patterns; secure combination locks; famous Hartmann International design. A special run in limited quantity.

26" Pullman	\$ 9800
Reg. \$140	Sale
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Reg. \$155	

• Purchases monogrammed free

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Beautiful Lido Luggage, tailored in durable blue or brown nylon with saddle stitched tan vinyl trim. Handsome, green and red continental stripes on the top panel. Initial plaque on side and luggage tag included. Available in a matched ensemble of seven pieces.

	Reg.	SALE
Jumbo Tote Bag (shown)	19.50	\$13.65
Weekend Case	38.50	26.95
Pullman Case	48.50	33.95
Overseas Case	59.50	41.65
Carry On Case	28.50	19.95
Man's Garment Bag	32.50	22.75
Ladies' Garment Bag	35.00	24.50

• Shop by mail or phone

SAVE 25% ON SKYWAY TOTES

	Reg.	SALE
Shoulder Tote	\$33	\$24.75
Gadget Bag Tote	\$36	\$27.00
Slim Tote	\$36	\$27.00
Shoulder Tote	\$24	\$18.00

This is the outstanding tote bag sale of the year. Choose from colors of black, tan, bone and blue in lightweight, durable expanded vinyl. Shoulder Bags, Gadget Bag Styles and lots of zippers and pockets.

• Purchases gift wrapped free

OUR FINEST LINE OF CASUAL LUGGAGE

REDUCED 20% 3 DAYS ONLY!

Grey Twin Identio and Vicuna Tan Twin Identio

	Reg.	SALE
21" Carry-on	137.50	\$110.00
24" Weekend	147.50	\$118.00
26" Pullman	157.50	\$126.00
29" O'Seas	182.50	\$146.00

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Door prizes are from the following manufacturers:

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Prince Gardner	Zenith Handbags	Totes Inc.	Kozzegi Leather
French Company	Zero Halliburton	Ohio Travel Bag	Ronay
Storm Hero Umbrella Co.	Atlas Company	Schertz Umbrellas	St. Thomas Inc.
Bancroft Cap Co.	Stancraft Products	Renwick of Canada	Flamecrest Company
Waldorf Leather Goods	M & M Luggage	Skyway Luggage Company	Maximilian Luggage Corp.
Miller Belts, Ltd.	Sunstar	Ketcham & McDougall	Boyt Division of Welsh Sporting Goods
L. C. Industries	Grace Luggage	Hartmann Luggage Co.	Yale Leather Goods
Classy Leather Goods	Atlantic Products	Buxton	Grasshopper
			Samsonite

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946-8623

MEMORIAL CITY

468-8258

MEYERLAND PLAZA

667-6537

NORTHWEST MALL

686-3721

American Uniforms opens

Thursday American Uniforms opens its 10th retail specialty store in Houston's Greenspoint Mall.

The store is considered the most contemporary of its kind in the country. It uses a modular interior floor layout design, along with curving racks that wrap around the corners of the store and was created by the Planning Place, a Dallas based Architectural Design Company.

Wall graphics highlight the fresh young look of the store. The objective of this new shopping concept was to

create an efficient store that provided an enjoyable shopping environment.

The Dallas based company is the largest distributor of uniforms in the Southwest and is regarded as the finest chain of its kind in the country. It focuses on high fashion, high quality employment apparel for Nurses, Physicians, Pharmacists, Waitresses, and Maids.

It operates several other divisions; one of which is their Career Apparel Division which is the largest distributor of Garments for Banks, Savings & Loans, and Airlines in the country.

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OPTICIANS

A place where fashion, quality eyewear and service are one and the same.

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Oscar de La Renta
Givenchy
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Emilio Pucci

We fill doctor's written prescriptions or we can duplicate your present eyeglass prescription.

261 GREENSPOINT MALL
IH 45 at North Belt
447-0423

Expert often saves money

Many people believe that it can be cheaper to paint your house yourself than it is to hire someone to do the job, says James R. Estes, Houston painting and wall-coverings contractor for 44 years.

This is not always true, he explains. A homeowner who is inexperienced in housepainting can actually do himself a disfavor by attempting to do the job personally.

It takes a professional to estimate the amount of paint required for the home. Buying too much adds to the total cost, but buying too little can mean ultimate dissatisfaction with the appearance of your home, since there is slight variation in the color of paint, which affects the color of the housepaint.

Also, the cost of the job can be increased if the wrong type of paint is purchased. Paint that is compatible with the original paint job must be selected; otherwise, the two types will not bond together, and the homeowner will be left with a big mess.

Consult a professional painting contractor for advice. By letting him be responsible for the job, you can save yourself money in the long run, Estes says.

Save on your trip

Significant savings on the cost of fuel for those who use motor transport to reach their objectives in the outdoors, are in the cards for those who will observe some thoroughly tested suggestions.

As a starter, those who may be buying new cars this year will find that the efficiency of motors has been stepped up substantially.

However, the driving habits of individual motor vehicle owners can have a profound effect on the miles per gallon they manage to get out of the new cars.

Observing the 55-mile speed limit can yield a 20 per cent gain in fuel economy, say the experts, on faster driving.

Grand Opening

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For everything from ethnic blouses to pillow casings. A hundred and one uses. 38" wide.

Machine wash - 100% cotton
Limit of 25 yards per customer!
REGULARLY .69 A YARD

.37 YD.

FAMOUS DAN RIVER Check Gingham

Great for sportswear, playwear and even curtains. Wide color selection. 1/8", 1/4" & 1" checks.

Polyester/cotton blend - 44" wide.
Machine wash - Tumble dry
REGULARLY 1.19 A YARD

.87 YD.

Flannel Prints

Perky little designs on 100% Cotton. Not intended for use in children's sleepwear or robes sizes 14 and under.

Machine wash - 36" wide
REGULARLY \$1.19 A YARD

.87 YD.

Gauze

PRINTS - SOLIDS - STRIPES - PLAIDS

Be stylish for back-to-school with the new "in look" crinkle gauze fabrics. They're great for blouses & skirts.

Domestic: Polyester/Cotton Blend - 44" wide
Imported: 100% Cotton - 39" wide

REGULARLY \$1.98 A YARD

1.28 YARD

Better Prints

Select from a huge assortment of floral & novelty prints. There's crepe, satin finish, pongee, cottons and more.

Polyester - Nylon - Cotton - Blends

Machine wash - Tumble dry

45" wide

.99 YD.

Quilted Prints

DAINTY COTTAGE BATISTE PRINTS
SHEER NYLON PRINTS

Great for dusters, robes, bed spreads and little girl's dresses. A superb collection.

Machine wash - Tumble dry - 44" wide
100% Nylon & a Polyester Blend
REGULARLY \$2.98 A YARD

1.97 YARD

Double Knits

NEW FALL SOLID COLORS

Comfortable and stylish are these beautiful double knits including the famous Ponte Roma and Crepe Stitch.

100% Textured Polyester - 58" wide
REGULARLY \$1.99 A YARD

1.67 YARD

Suitings

Get set for back-to-school with these new fall, cool, weather fabrics. A wide assortment of plaids and solids.

100% Polyesters & Acrylics plus blends
54" wide

2.68 YARD

Printed Corduroy

PRINTS, PRINTS, PRINTS

Just about every print imaginable on this tremendous assortment of fine corduroy.

100% Cotton & Cotton/Polyester Blends
Machine wash - Tumble dry - 44" wide

1.98 YARD

Crinkle Cloth

PANT WEIGHT

Just right for sportswear, playwear & leisure wear. Wide color selection including natural. Permanently wrinkled.

Machine wash - Tumble dry - 44" wide.

REGULARLY \$2.98 A YARD

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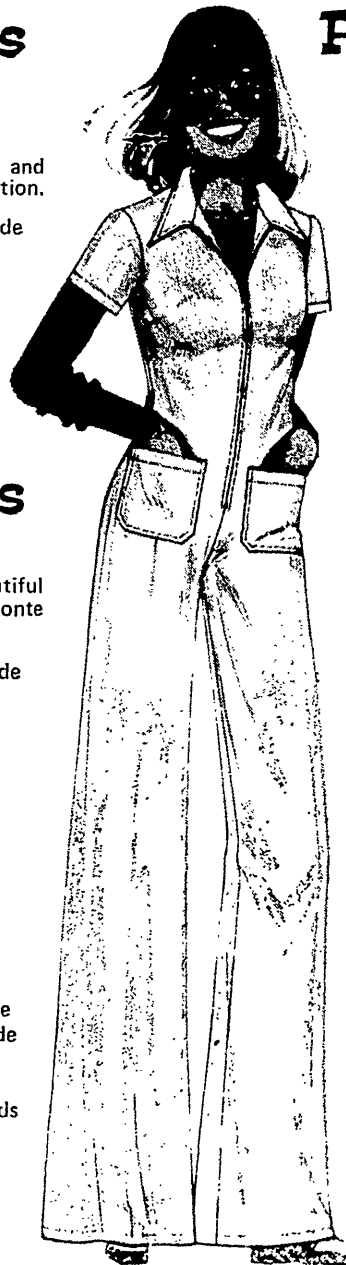
Washable Wool

TARTAN FANCIES - HEATHER SOLIDS

You'll look bonnie in these new plaids. Have a fling in a new skirt or jumper you made yourself.

Wool/Nylon Blend - 54" wide
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4.47 YARD



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Easy cutting on wide Kraft Board with 1" markings in all directions. Easy to fold and store. Regularly \$2.98 Each.

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SHEAR GLAMOR Scissors

An 8" blade that seldom needs sharpening. Lightweight surgical stainless steel. Colored Lucite handles in amber, green, purple and blue. Regularly \$6.98 each.

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Pewter beauty preserved with care

Pewter, long-beloved of collectors, will enjoy new popularity for the Bicentennial — but it needs special gentle care, Janice Carberry, a family resource management specialist, says.

"Pewter, a soft metal that is easily dented and scratched, needs this gentle care to maintain its lustrous beauty. Wash by hand in lukewarm sudsy water, rinse and immediately dry with a soft cloth to restore luster and prevent water spots."

Carberry is with the Texas Agricultural Extension Service, The Texas A&M University System.

She suggests a quart of water with two tablespoons of ammonia is a good pewter cleanser.

"Polish pewter according to desired finish — for a bright finish, use a silver or special pewter polish. It can be made from a whitening and denatured alcohol paste. Let

it dry on the pewter, then polish. Wash, rinse and dry.

"For a dull finish, rub the piece with a paste of rottenstone and olive oil," the specialist said.

She pointed out that some pewter items may have a protective finish and shouldn't be polished. Check tags accompanying the purchase for care information. And if giving pewter for a gift, be sure care instructions are included before wrapping, Carberry reminded.

Modern pewter is usually 90 per cent tin, plus copper and antimony. Its excellent heat and cold retention makes it usable for hot and cold drinks. But it can't stand direct heat. Acetic foods damage the finish so pewter trays or bowls used to serve citrus fruits and vinegar-type salads and relishes need protective glass or plastic liners, she said.



ACCESSORIES MAKE AN OUTFIT — Here, a few of the carefully coordinated accessories found in The Gathering Designer Group available exclusively at selected Sears Stores.

The visored cap in gray or camel flannel, spice or camel corduroy

echoes the earth tones of the wardrobe collection. The suede bag comes in gray, camel or spice and the print scarf mixes several of the fall colorings. Carrying through the clean, contemporary look of the collection is the jewelry, done in "silver" and strips of spice leather.

Avoid hazards of stairs, ramps

Safety in the home is a goal each family member needs to know about and work toward, explained Claudia Mitzel, a consumer information specialist.

"Safety-conscious habits and practices around the house will help prevent accidents and injuries," she noted.

Mitzel is with the Texas Agricultural Extension Service of the Texas A&M University System.

She said stairs, ramps and landings are major hazard areas in the home.

"Be sure that stairways and entrances are well-lit and equipped with light switches at the top and bottom. Throw rugs shouldn't be used at the head or foot of stairs.

"A handrail should be available on every staircase, and be sure banisters are in good repair and will provide support," she advised.

Floors are dangerous when wet. Teach the children to wipe up spills immediately, especially in the bathroom, kitchen and utility room. Frequently-damp areas in these rooms should have the added protection of non-skid mats or abrasive strips to make flooring more slip-resistant, the specialist suggested.

"Entrance areas can be hazardous if not properly protected. Water, mud and leaves tracked in from outside make floors slippery. Also, washing and waxing can make floors dangerous — be sure to block off a room anytime you are washing and waxing the floor until it is completely dry."

Another safety-hazard — the heating and cooling system — needs to be cleaned and checked at least once a year, Mitzel said.

"Also, don't use the utility room or storage closets for junk rooms. There is a danger of spontaneous combustion where paper, old clothing and oily rags accumulate. Clean these places regularly," she advised.

New fabric used

A new fabric called "Shiva" is being used for ready-to-wear at-home clothes and loungewear. It is a machine washable, dryable, no-iron knit with the look of crushed velour, Margaret Ann Vanderpoorten, clothing specialist with the Texas Agricultural Extension Service, The Texas A&M University System, reports.

Hats balance long skirts

Hats with brims are gaining popularity as the weather cools. They provide balance for the longer, fuller skirts being worn now, says Margret Ann Vanderpoorten, clothing specialist with the Texas Agricultural Extension Service of the Texas A&M University System.

Tough furniture fabrics needed today in scaled down homes, apartments

Soaring building costs have produced a space crunch with new apartments and homes scaled down to offer less living space per capita, per dollar.

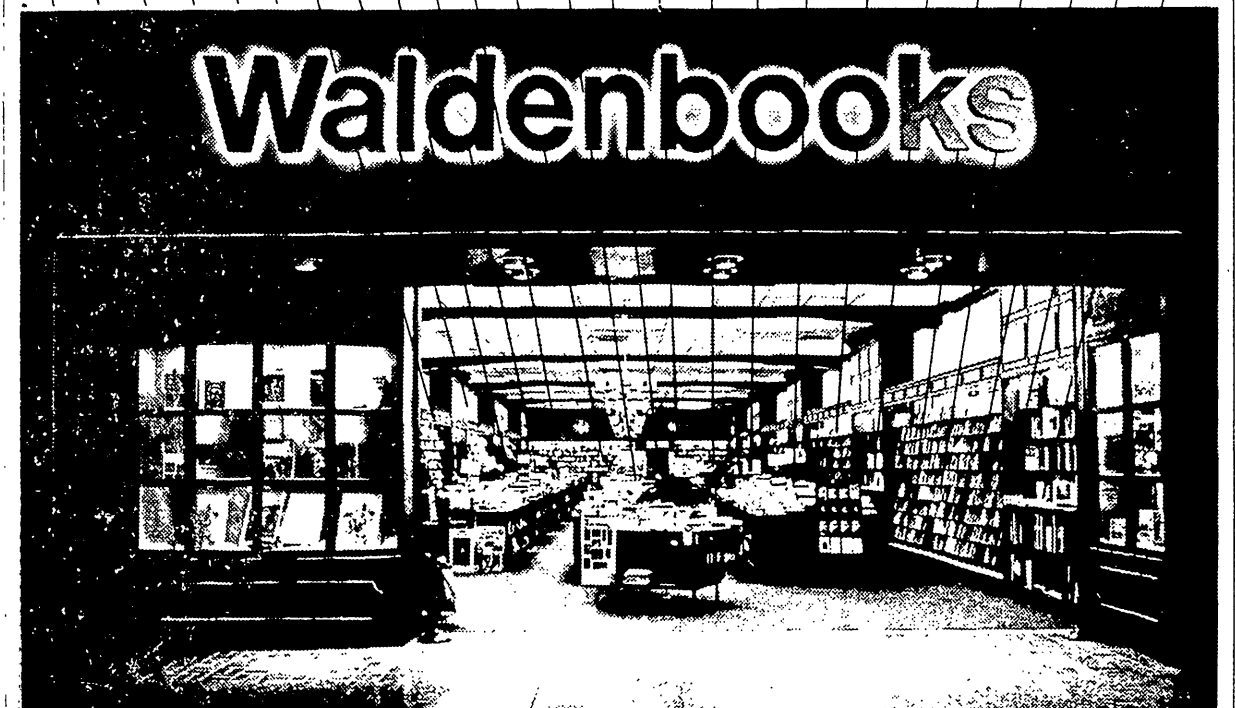
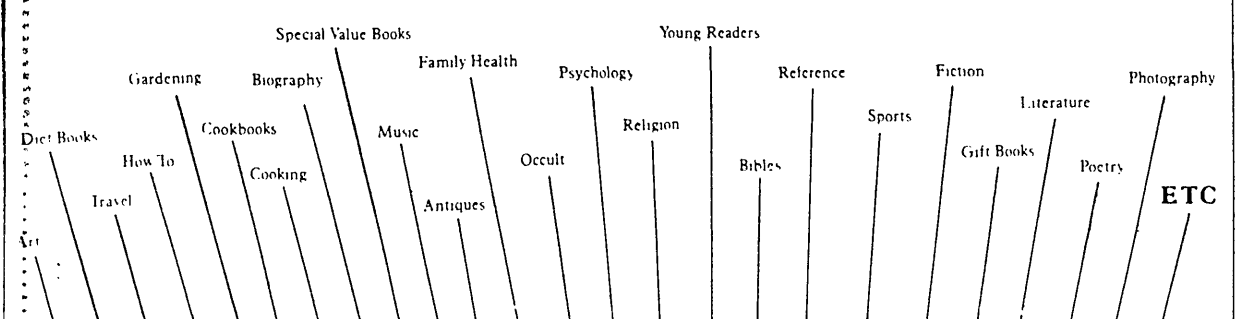
Architects and developers are responding by seeking ways to get more use from fewer square feet. Separate dining rooms are in decline and multiuse rooms are

becoming standard. One result of this is that fabrics and finishing materials, especially upholstery, are being subjected to harder and more intense wear.

Working on the problem are manufacturers like Uniroyal, maker of Naugahyde, which has found a way to laminate as many as eight layers of fabric to form a tough surface with unusually high tensile strength. Jim Foster, director of research and development for Naugahyde, believes that new techniques in flow-on lamination will provide the answer.

Four of these new fabrics are being introduced now by Kroehler on modular seating units that will be in furniture stores this spring.

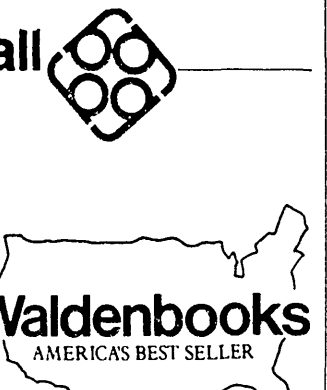
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OPENING: 10 A.M., Aug. 5 at greenspoint mall

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Unabridged, worth \$35.00. Yours if your name is drawn in our drawing. Stop in and fill out a coupon.

Your new Waldenbooks Store is the place to visit whenever the bookworm in you needs a little attention. You can come in and browse all day if you want to. Our people can show you books galore on any subject that interests you. They can also show you to our special value books, the kind that can save you a lot of money.



So come and let us introduce ourselves at your new Waldenbooks Store.

Moving a family requires much more than housing

"The quality of schools is still the most important factor in a family's choice of one community over another when seeking a new home," said Ray Baxter, of Baxter and Swinford, Realtors.

"There are more than 500,000 job-related relocations of families each year in the United States, and the largest number of these moves involve families with children."

Baxter reports that there are 12 questions that home-seekers commonly ask about schools before a decision is made to locate in a community: how do the schools rate on national achievement tests; what is the pupil-teacher ratio; what percentage of graduates go on to higher education; how much does the school district spend per pupil; what extra-curricular activities are offered to students and are these activities broad-based or limited to team sports; are there programs offered for exceptional children; to what extent does the community support its school referenda; is there a lunch program; are schools within walking distance, or is transportation provided where necessary; how are schools organized — K-8, junior high, middle school, senior high; is advanced education of the professional staff encouraged and rewarded; to what extent are parents involved in school programs?

Baxter and other members of his firm are in a good position to answer these questions for anyone in this community

who may be making a move to another town since they are in touch with other members of RELO in other communities. At the same time, they are well-equipped to answer these questions for people considering a move to Houston.

RELO/Inter-City Relocation Service, of which Baxter and Swinford, Realtors, is a member, is a nationwide, not-for-profit association of real estate firms which annually refer thousands of transferred families to fellow brokers throughout the country. RELO members in more than 8,000 communities help smooth out the problems of moving for families who must make a change from one city to another.

Just as soon as a family is in touch with a RELO member, the entire service is provided to them in the new city with no obligation. A long distance phone call is made immediately to the RELO member in the new town and from there everything moves fast.

"Just as soon as we supply the information on the type of home and lifestyle desired, the RELO member begins to provide information on homes, financing, information packets about the community and its services. We save precious time for the family because they arrive in the new place with information they need and a friendly person to meet them at the airport. We arrange motel accommodations and even a sitter if needed," Baxter said.

Clothes for the Contemporary man.

Saint Arnaud of France
All Leather Coat
•NAVY • CAMEL • BROWN \$175.00

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Naturalizer comfort... Priced to please!

Find comfort where you least expect it... in a fashionably smart sandal. Perfect day-long ease in a super shoe with padded insole. You'd expect to pay much more for this Naturalizer comfort buy.

NATURALIZER.

CHICO \$21
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SS 6 1/2-11
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M 1-12
W 5-10

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111-45 & North Belt
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Mon.-Sat. 10 A.M.-9 P.M.

Other Naturalizer Shoe Shops in Westwood Fashion Place and Northwest Mall
Bank Americard and Master Charge Accepted

Shoppers to be entertained with ballet, informal dance

Greenspoint Mall will continue its opening celebration next week with a specially commissioned and unique formal ballet and informal dance program.

Greenspoint has commissioned a professional dance group, called "Space/Dance/Theater" to perform inside the mall Aug. 9 through 14.

Jim Clouser, Associate Professor of Humanities in the Theater Arts Program at the University of Houston's Clear Lake City campus, is director of the group.

"Back-Pack Happenings", the informal dance, will be performed Aug. 9-11. Polly Motley, one of the principal

dancers of Space/Dance/Theater, will be directing this number. She explains that it is a 15-minute environmental piece which will consist of six dancers moving throughout the mall.

Each dancer will begin his routine at an entrance to the mall. They will converge in the center area in the mall and will be "on stage" in this center area for several minutes. They will then move back towards the exits as they finish the number. They will be moving through the people as they dance. Performances are scheduled for different times throughout the day.

The objective, Motley explained, is to bring attention to all areas of the mall and to direct shoppers to the vari-

ous entrances and exits. This program will continue throughout these three days.

The formal ballet is set for Aug. 12-14 and will be performed three times each of these nights on a specially built stage.

The ballet is called "Runnin'" with choreography by Jim Clouser. Sonja Zarek will provide the vocal music and costumes are by Fred Latham. Five dancers will participate in the formal ballet which will be done to folk music.

The newly-formed dance group made its debut on July 16 at the University of Houston at Clear Lake City. It is under the direction of Clouser. Flexible in

size, the group swells and diminishes according to need, Clouser said. The principal dancers are professionals but university students will be used to fill out the ranks when needed.

Motley added that the group does not want to be confined to a stage but would like to work in many environments. The group is by no means confined to classical ballet, she stressed. Even though a majority of the members come from a classical ballet tradition they do all types of dancing.

Space/Dance/Theater hopes to have a permanent association with Greenspoint, Clouser said. They are scheduled to perform at Greenspoint several more times this year.



FOUNDERS AND FRIENDS — Don Green, now 26, and Michael Budman, 29, started Roots literally on a shoestring two years ago. They now run a \$16 million-a-year shoe business in Canada, U.S., Holland and Germany.

Roots Natural Footwear stresses comfort, quality

Terry Akers, owner of Roots Natural Footwear, 5366 Westheimer, and former Earth shoe store owner, is opening the Greenspoint Roots store "because of the traffic in Houston, making it easier for the people who want to buy Roots."

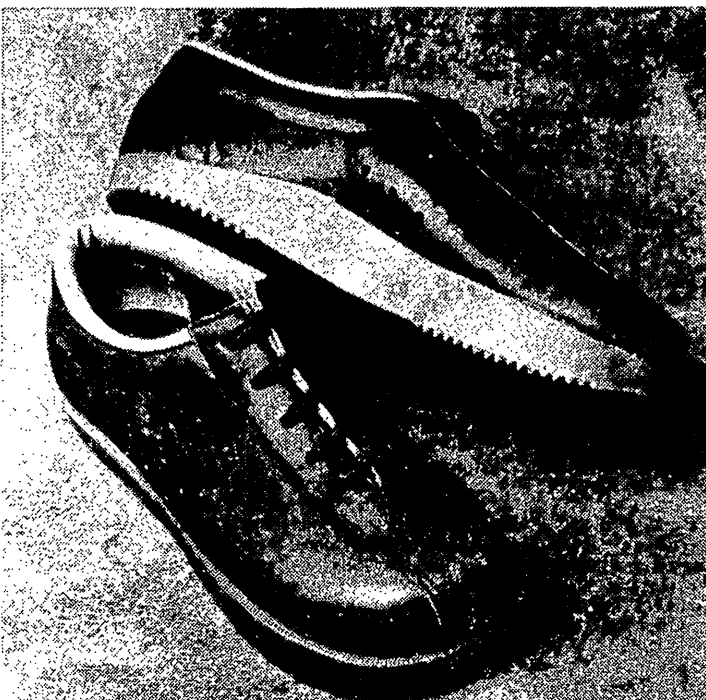
Budman explained that he and Don Green had started Roots because they liked the negative heel concept but wanted to make a shoe that was less radical with better quality. "We talked about the concept of negative heeled shoes and

their viability and longevity. We discovered that we both wanted the same thing: comfort and high quality workmanship."

"Roots is a different shoe from the Earth shoe," continues Akers. "The designs have changed and have become more efficient."

Besides being the first Roots store in Texas, the Westheimer location is unique in the individual educational programs which trained the initial Roots employees for selling shoes. Akers graduated

from the University of Mississippi and attended law school and graduate school in anthropology. Store manager Don Ellison worked on a Phd in Astral Physics at Rice University, and Jamall Mecklai worked on a Phd in Chemical Engineering, also at Rice, "but thought that selling shoes was more in his blood." Bill Talbot, Roots Greenspoint manager met Akers through mutual friends while attending the University of Mississippi, where Talbot received a BBA degree.



THE SPORT ROOT — One of the 14 styles that continue to confound shoe industry experts by their continuing success. Roots began less than two years ago with one 600 sq. ft. shop in Toronto. Today there are 37 stores across North America and Europe.

Amateur auto enthusiasts turn pro

"Do-it-yourself" automotive enthusiasts, once rated amateurs, have "turned pro."

Thousands of motorists across the nation are doing their own engine testing and repair work on their automobiles. Growing in number are the drivers who began their "fix-it-myself" programs with not much more than a pair of pliers and a screwdriver, but now have graduated to professional mechanic caliber, according to Sears automotive experts.

Schools throughout the country now conduct automotive instruction

courses, and many young drivers are doing professional engine tune-up jobs themselves, according to Sears. These young drivers are learning quickly to use professional equipment, such as dwell tachometers and timing lights, and they're discovering that doing the job themselves not only saves them money, but is also an enjoyable hobby.

Twenty years ago, some mechanics actually tuned car engines "by ear." Today, however, high-speed, sophisticated automobile engines require far more precise adjustments, which can be made easily with proper instruments.

GRAND OPENING SPECIALS

OPENING SATURDAY AUGUST 7TH

BASIC COMMODORE 796D W/MEMORY

- 8 digit illuminated display, plus extra place for negative or error sign.
- Full floating decimal point.
- Operates on disposable 9-volt battery
- Add on or discount percent key
- Accumulating memory
- 1 year warranty
- Adapter available for \$3.88

SAVE \$3⁰⁰
Reg. \$9.88 **SALE \$6⁸⁸**

COMMODORE 9R25 Rechargeable Calculator

- Square root, reciprocal, square keys
- 8-digit illuminated display w/extra place for negative or error signal
- 4 memory keys, percentage key
- Full floating decimal point
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SAVE \$6⁰⁰
Reg. \$29.95 **SALE \$23⁸⁸**

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THURSDAY THROUGH SATURDAY

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Reg. \$16 **11⁹⁷**

Washed denims with smiling pockets! Slim-fit mid-risers with two slash pockets and a sculptured yoke in front and back. With a 24 inch flare.

WESTERN SHIRTS

Reg. \$15 **9⁹⁷**

Gauze Western Shirts in 100% easy-care cotton. With two pockets in front (smile or button-flop style). In all the latest plaids and stripes.

Let's make friends bonus! FREE Jeans West T-shirt, with purchase, to first 300 customers!

TSO opens Greenspoint branch

Texas State Optical, with 133 offices in Texas, New Mexico and Louisiana, has announced the opening of its 34th Houston area office, located in Greenspoint Mall.

Dr. S. J. Rogers, Optometrist and co-director of TSO, in discussing the Greenspoint Mall opening, said, "This facility is one of many new TSO offices opened to keep pace with metropolitan cities in Texas, and is considered a major step in our current expansion program to bring TSO service to more people at greater convenience. Now the people of North Houston can obtain TSO prescription eyeglasses in the most fashionable of frames, as well as TSO contact lenses, more conveniently," Dr. Rogers advised.

In describing the functions of the new office, Dr. Rogers said, "Here, TSO will provide patrons with well-known and in-demand fine quality TSO prescription eyeglasses and contact lenses, accurately processed and fitted in accordance with professional practitioners' prescriptions; patrons can select from over 600 frame styles of the very latest eyewear designs, colors and materials; duplication of broken or lost prescription lenses, frame alignment, adjustments and eyewear repair services are also available to TSO patrons."

The new TSO office has richly finished, eye-appealing interior decor, combined with contemporary furnishings and fixtures.

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 Market Place of the World

We are proud to announce that on September 7th, we will be open in Greenspoint Mall. We are here to offer the people of Houston unique home decorating items from the world over.

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 THROUGH A DIRECT
 IMPORTER!**

World BAZAAR
 (Find us close to Sears In Greenspoint Mall.)

INDIA JAPAN MEXICO THE PHILIPPINES TAIWAN



Chronicle Photo by Jim Derrick
PLEASANT DIVERSIONS — Cozy niches such as this one are easily come by at Greenspoint. Weary shoppers will not have any problems in finding a spot in which to relax, rest and enjoy lovely scenery and art work. This particular sculpture was done by Pat Foley.

Sweeney Jewelers readies 7th store in Houston at Greenspoint location

J. J. Sweeney & Co. Jewelers will soon open their seventh store in Houston, located in Greenspoint Mall. The store is scheduled to open on Thursday and will be managed by Dennis Musgrave.

Founded in 1875, Sweeney's has expanded from a single store in Houston, to stores throughout Texas, Louisiana, and Mississippi. The firm has a long-standing tradition of offering the finest in quality jewelry and customer services. Sweeney's has exquisite

collections of jewelry from leading American and European designers. Diamond jewelry includes beautiful solitaires, wedding sets in white and yellow gold, and fashion bracelets which mix diamond and colored gemstones into eye-catching designs. Other collections at Sweeney's include fashion jewelry of gold, silver, and other precious metals and gemstones.

Watch collections at Sweeney's include some of the world's most respected names: Omega, Seiko, Pulsar, Rolex, Austin, L.E.D. Digital Watches, and the firm's own brand, Michele. Silver holloware and flatware are available by Gorham, International, Reed & Barton, Towle, and Wallace.

China lines include Lenox, Aynsley, Royal Doulton, Haviland, Minton, Oxford, Royal Worcester, Temper-ware by Lenox, and Hutschenreuther. Among the many fine crystal lines are Waterford, Franciscan, Lenox, and Stewart. Giftware is available by Sabino, Lenox, Tay, Waterford, Kazmar, Cappe, Baldwin Brass, and Doulton Figurines.

In addition to these fine products, Sweeney's offers a number of customer services: Bridal Registry, Watch and Jewelry Repair, Complimentary Gift Wrap, and a variety of charge plans to choose from. Also, the firm has its own staff of designers who will design and create original jewelry for its customers.

Hanover Shoes carries on tradition

Hanover Shoe, Inc. is one of the oldest maker-to-wearer retailers in the country today. Hanover opened its first retail shoe store for men in York, Pa., in 1900, at a time when the established method of distribution was from manufacturer to wholesaler, to retailer, to wearer.

Hanover's manufacturing - retailing philosophy at that time was that it could provide high quality, all leather shoes and sell them directly to the consumer at lower prices. This has continued to be the objective of the company and its unbroken record of success attests to the soundness of this policy. Today, the company has 225 stores throughout the United States.

Hanover will open its 3rd store in the Houston area in the beautiful new Greenspoint Mall. The new store will occupy 1047 square feet on a corner location. This men's specialty shoe store will feature a rich Spanish decor accomplished with wood paneling, velour wall-paper, red wall-to-wall carpeting, black and brass store fixtures and extensive use of wrought iron coach lamps.

Dramatic presentation of its shoes is accomplished by a unique revolving display window and extensive display bars.

Other Hanover Shoe stores in the Houston area are located in the Galleria Post Oak and Westwood Fashion Place located at Southwest Freeway and Bissonnet.

Hanover believes that good personal service and professional selling are important to a quality shoe operation and devotes much effort to teaching store managers and salesmen a program of full service selling, together with furnishing them a steady flow of product information. Hanover's 15 district managers and 7 key store managers provide field supervision and constant follow-up on the effectiveness of Hanover's full service program.

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TEXAS STATE OPTICAL

Sears integrates clothing and accessories

Now there's a better idea — to borrow an advertising phrase — in the world of fashion.

This fresh notion, The Gathering Designer Group, is a collection of totally integrated clothes and accessories that interchange to give a woman a seemingly endless array of outfits.

The concept and label was introduced last spring by Sears, Roebuck and Co. with the explanation that the on-going collection is being designed exclusively for the giant retailer by a top New York team. While prestigious American designers have been working with this wardrobe concept, the Sears collection carries the idea carefully through from coats to separates to accessories and is moderately priced.

The most expensive garment in the new fall group, for example, is a hand-somely made flannel reefer at just \$70. Other price tags are \$22 for a corduroy skirt with its own belt, \$13 for a cowl sweater and \$8 for a pendant necklace. In terms of assembling a complete wardrobe, the prices seem particularly reasonable.

In a color scheme of earth tones — spice, cream, camel and gray — the fall wardrobe includes sportswear, dresses, a jumpsuit, coats. The handbags, hats, scarves, gloves and belts are color-cued to accent and mix with everything. Even the jewelry, done up in silvery "pewter" and strips of spice-colored leather, fits neatly into the overall wardrobe plan.

A woman can pick a few outfits this August and then add on to them in September when additional coordinated items will be available — such as a plaid shawl and skirt combining all the earth tones or a spice velveteen blazer. What's more, the designers are now at their drawing boards creating the fall '77 wardrobe which will work with the current collection.

The Gathering Designer Group, in a limited edition, is also available in Sears fall and winter catalog.

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GREENSPPOINT MALL

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LEASING NEAR COMPLETION — Leasing agent Coldwell Banker has announced that the mall will be 95 per cent leased at the time of opening. There is room at Greenspoint for about 12 more merchants in the 25,000 square feet of space that has not yet been leased. The successful leasing efforts were attributed to the rapid growth of Houston and the fact that this northern part of the city is basically an unserved trade area.



GREENSPPOINT BANK WILL SERVE AREA BUSINESSES AND INDIVIDUALS Only 500 Feet From the Mall, It Has 10 New Drive-In Windows



MANY NEW CONCEPTS IN DESIGN WERE INTRODUCED AT GREENSPPOINT Revolutionary Architectural Ideas Were Used Inside and Out

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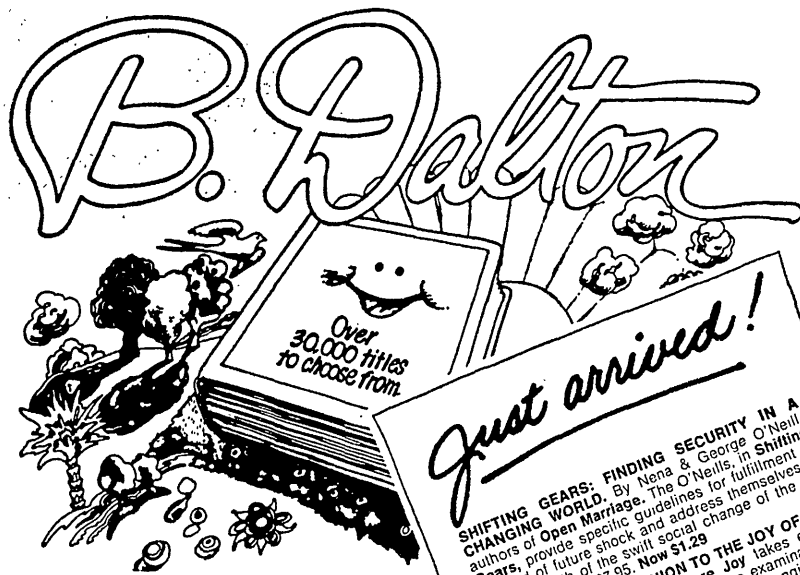
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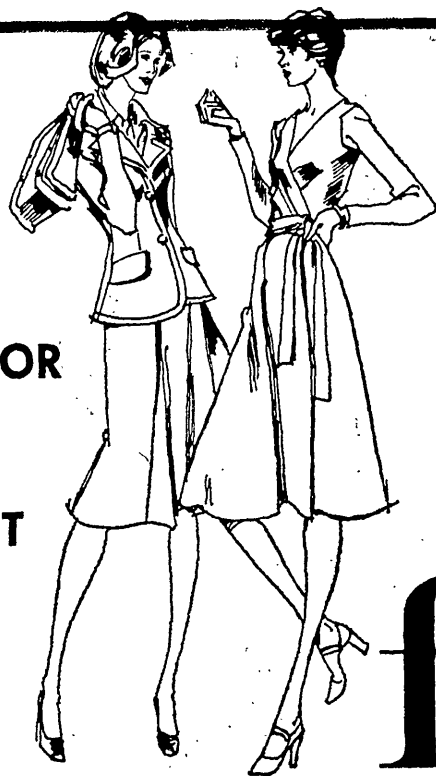
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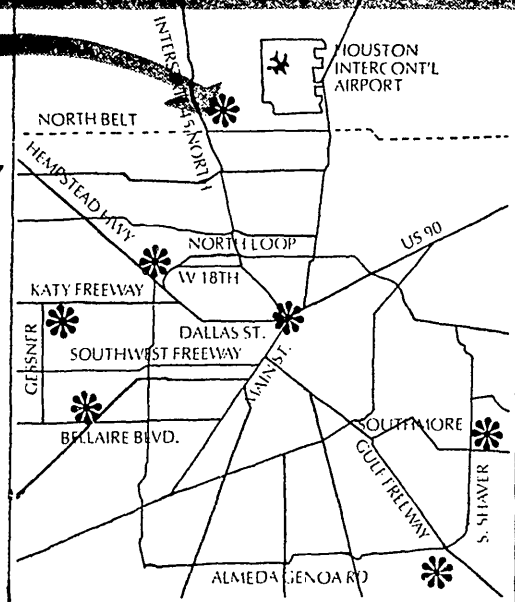


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